

# TOKYO GAME SHOW 2022

Outline <https://tgs.cesa.or.jp/en/>

Event Name:TOKYO GAME SHOW 2022

Period:September 15(Thu.)~ 18(Sun.)

Business Day: September 15 (Thu.) 10:00a.m.-5:00p.m.

September 16 (Fri.) 10:00a.m.-6:00p.m.

※General visitors will be admitted from 2:00 p.m.  
on September 16 (Friday).

Public Day: September 17 (Sat.) 10:00a.m.-6:00p.m.

September 18(Sun.) 10:00a.m.-6:00p.m.

Venue:Makuhari Messe ※Online exhibition is also available!

Organizer:Computer Entertainment Supplier's Association (CESA)

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



# Contents

● Concept and Outline .....	3
● Theme .....	4
● Event Scheme .....	5
● Focus Points .....	6
● Real (In-Person) Exhibit at Makuhari Messe	7
● Real (In-Person) Exhibit Area① .....	8
● Real (In-Person) Exhibit Area② .....	9
● Real (In-Person) Exhibit Area③ .....	10
● For Real (In-Person) Exhibit .....	11
at Makuhari Messe①	
● For Real (In-Person) Exhibit .....	12
at Makuhari Messe②	
● Online Exhibits .....	13
● TGS Business Matching System .....	14
● Official Exhibitor Program .....	15
(Regular Distribution)①	
● Official Exhibitor Program .....	16
(Regular Distribution)②	
● Official Exhibitor Program (Simplified Distribution) .....	17
● Official Exhibitor Program Slot Time Schedule	18
● TGS Forum Sponsorship Session .....	19
● Other Organizer's Projects/ Exhibit & Sponsorship Plans .....	20
● Press Services for Exhibitors .....	21
● List of Available Exhibit Plans .....	22
● Exhibit Rules① .....	23
● Exhibit Rules② .....	24
● Exhibit Rules③ .....	25
● Exhibit Rules④ .....	26
● Schedule to Exhibit① .....	27
● Schedule to Exhibit② .....	28
● Contact .....	29

# Concept and Outline about TGS2022

In 2020 and 2021, TOKYO GAME SHOW was held online due to the spread of Covid-19 infection.

We have been able to deliver a lot of game content while taking advantage of the unique merits of being online, which can be accessed from any location, by distributing programs, trying out demo versions, e-commerce, and business matching on various online platforms.

However, many TGS fans and exhibitors have been asking for the return of the real (in-person) and wanting to go to Makuhari Messe next year.

It was two years that made me realize once again that even though new information can be obtained through the Internet, the excitement and joy of the moment can only be created by sharing the same space with everyone.

In 2022, TOKYO GAME SHOW will be held at Makuhari Messe for the first time in three years.

The show will be held for four days from September 15 (Thu.) to 18 (Sun.), with Business Day and a Public Day.

We are planning to take more thorough measures against infectious diseases than ever before, so that all visitors, exhibitors, and staff can enjoy TGS with peace of mind and realize the "long-awaited" TGS that everyone has been waiting for.

Of course, the online content will also be enhanced.

There are many exhibitors and visitors who cannot actually come to Makuhari Messe due to various restrictions.

Therefore, we are planning to provide more enjoyable contents online as well.

TOKYO GAME SHOW is not just a PR event, but a great opportunity to show the future of games in Asia and the rest of the world, and to convey the value of games to the world.

Although the future still remains uncertain, we hope that a wide range of game-related companies will participate in the show to communicate the strength and appeal of games.

## TGS2022 Theme

# Nothing Stops Gaming

ゲームは、絶対、とまらない。

游戏 永不宿机!

遊戲 永不宿機!

We had to give up doing fun things one after another over these two years.

How many times we thought, what happened to our days?

Even then, we still had games that kept us going.

Thrilling plot twists, captivating and heated experience lightened up our everyday life.

Games became our hope.

2022 is the year to show the real spirit of games.

TOKYO GAME SHOW has the mission to create our hope and beyond.

Update our possibilities. Unprecedented excitement is always born out of something you have never imagined.

Let's open the gate to the forefront of games.

Give courage and enthusiasm to everyone. Show your love of games to each other.

For everyone to share the "great feeling of living in this era"

Let's dive into the heart of game craze.

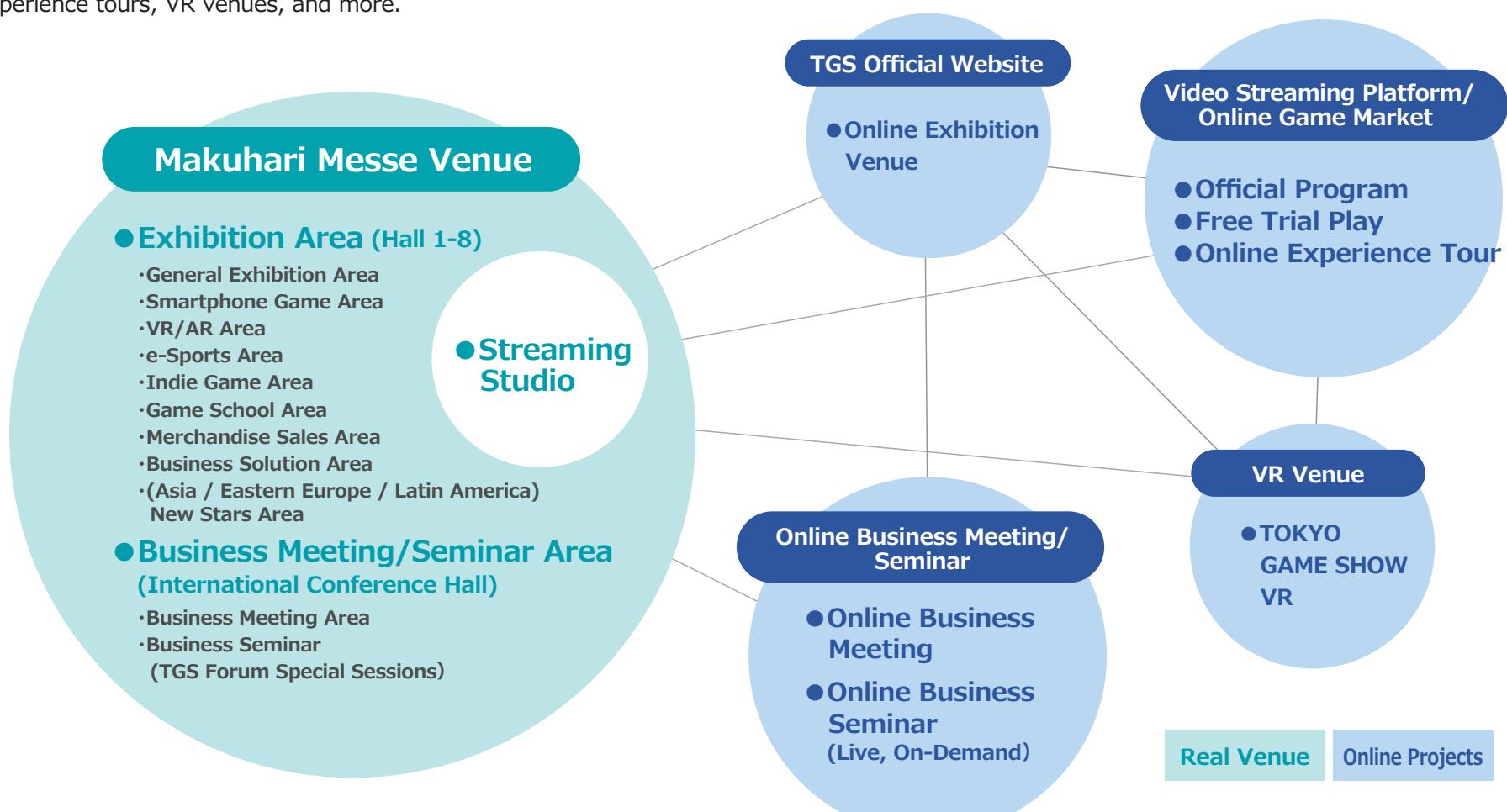
Nothing Stops Gaming ! ! !

# TGS2022 Event Scheme

In order to prevent the spread of Covid-19, TOKYO GAME SHOW was held completely online the year before 2021, and last year it was held as a hybrid event, with online access and a real venue only for the press and influencers.

For the first time in three years, TGS2022 will feature on a real venue to trade visitors and general game fans. TGS2022 will be the first time in three years that trade visitors and general game fans will be able to enter the real venue. TGS Official Exhibitor Program, which has been viewed more than 30 million times for two consecutive years since TGS2020, will also continue.

In addition, English simultaneous interpretation versions of most official programs will be available again this year for overseas fans, with the exception of a few, and plans are also being made for free trial versions of the latest games, which were popular last year, as well as online experience tours, VR venues, and more.



# TGS2022 3 Focus Points



1

## Return of a real venue for the first time in three years

- At the forefront of games where you can make contact with passionate fans

Last year (2021), only a limited number of people such as press and influencers were invited to the exhibition hall, but this year, for the first time in three years, TGS will be open to both trade and general visitors.

In order to thoroughly implement measures to prevent the spread of the new coronavirus, the number of people in the exhibition hall will be kept below 50% of the capacity, creating a safe and enjoyable environment for visitors, exhibitors and staff.

On the other hand, in order to attract as many game fans as possible to the venue, the general public, who have been allowed to enter only on Saturdays and Sundays, will be able to enter from the afternoon (2:00 p.m.) of Friday (September 16) this year.

This year, visitors will be able to enter from Friday (September 16) afternoon (2:00 p.m.). This will provide exhibitors with a safe and secure place to make maximum contact with passionate game fans.

2

## Maximizing the power of communication by holding a hybrid event

- Continued use of online services to spread the enthusiasm of TGS throughout Japan and overseas

While there are many exhibitors and visitors who have been looking forward to the return of the real venue, there are also many people who are unable to attend the event in person due to time, distance and various other constraints. This year, TGS2022 will again feature an online project that has been held for the past two years to provide information on exhibitors and the venue to TGS fans in Japan and overseas who are unable to visit the venue.

In addition to accepting online exhibitors only, popular programs such as official programs, free trials of demo versions, online experience tours, and TOKYO GAME SHOW VR (TGSVR) will continue. We will also offer a new menu that allows you to broadcast the stage of exhibitors' booths on the TGS official channel.

3

## Creating lively business meetings

- Hybridization to enable a wide range of matching

The business meeting area will also return to the International Conference Hall for the first time in three years. In response to the many requests for real meetings, we will be able to hold face-to-face business meetings while taking measures to prevent the spread of the new coronavirus.

It is a fact that the new style of online business meetings has made it possible for a wider range of companies to match business with each other than before.

Therefore, we will continue to provide a system that allows online business meetings, so that online participants can also have business meetings with real exhibitors. We are also preparing a menu for TGS Forum Sponsorship Sessions held at the real venue, which can be joined online for both sponsorship and viewing.

# Real (In-Person) Exhibit at Makuhari Messe

## About Event Venue

**TOKYO GAME SHOW 2022 will be held real (in-person) at Makuhari Messe.**

TGS2022 will be open at Hall 1-8, and International Conference Hall.

※Depending on the number of applications, the organizer may consider expanding the venue to Hall 9-11.

**Expected Total Booths: 1,500 Booths**

**Expected Visitors: 150,000** ※Limited to 50% of venue capacity

- TGS will use sensors to monitor the number of visitors to Halls 1-3, 4-6, and 7-8, and if the number of visitors is likely to exceed the set number, the organizer will control the number of visitors by restricting admission.
- When visitors enter the venue, their baggage will be checked, their temperature will be checked, and their hands will be disinfected in an effort to prevent the spread of Covid-19.

## Visitors·Admission Time

### ● Visitors

**Business Day:** Invitees who pre-registered for the Business Day, game-related industry trade visitors who purchased Business Day passes, press, etc.

**Public Day:** Those who have purchased tickets for the general public in advance (No tickets will be sold on the day of the event)

※Elementary school age students and younger are not allowed to enter the venue, even if accompanied by a parent or guardian, for safety reasons due to the uncertain vaccination status of the younger generation.

### ● Admission Time

**Business Day:** September 15 (Thu.) 10:00a.m.-5:00p.m.

September 16 (Fri.) 10:00a.m.-6:00p.m. ※General visitors will be admitted from 2:00 p.m. on September 16 (Friday).

**Public Day:** September 17 (Sat.) 10:00a.m.-6:00p.m. ※"PM Ticket" for admission from 2pm is also available.

September 18(Sun.) 10:00a.m.-6:00p.m. ※"PM Ticket" for admission from 2pm is also available.

- To mitigate congestion, we will introduce a [PM ticket] that will allow visitors to enter from 2:00 p.m. on Public Days.

- On Public Day, the venue may be changed to 9:30a.m. depending on circumstances.

# Real (In-Person) Exhibit Area①

## General Exhibition Area

4 days

### Area features digital entertainment products and services

[Exhibit Products/Services] game software, game console, other game-related products/services

#### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**

#### ● Turnkey Booth (2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.



## VR/AR Area

4 days

### Area features VR(Virtual Reality)・AR(Augmented Reality)・MR(Mixed Reality)related game software, hardware

[Exhibit Products/Services] VR/AR/MR-related hardware, VR-related game, VR development tools and services

#### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**

#### ● Turnkey Booth (2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.



## Smartphone Game Area

4 days

### Area features smart device game on iOS, Android smartphones, social games on mobile device and PC browser.

[Exhibit Products/Services] smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.

#### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**



#### ● Turnkey Booth (2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.

## e-Sports Area

4 days

### Area features e-Sports games (console, smartphone, and PC), hardware, devices, peripherals that related to e-Sports

[Exhibit Products/Services] e-Sports related game software, gaming PC, gaming device, and e-Sports services

#### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**



#### ● Turnkey Booth (2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.

# Real (In-Person) Exhibit Area②

## Game School Area

Area spotlights game schools for future game developers.

4 days

[Exhibit Products/Services] high school, game vocational School, university, graduate school, etc.

### ● Regular Booth

(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**

### ● Turnkey Booth

(2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.



## Merchandise Sales Area

4 days

Area for merchandising of game-related products.

### ● Regular Booth

(3m in width X 3m in depth)

**Booth Fee: JPY 440,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 550,000.- per booth (tax incl.)**

※Turnkey booth scheme does not set at Merchandise Sales Area.

※Unit price of merchandise products is limited to JPY30,000(incl.tax).

※Exhibit promotions and booth events of game software are not allowed.

※Sales of game software is exclusively allowed for exhibitors who have booths in other areas.

※Merchandise Sales Area is expected to be very crowded.

Please be taking consideration the waiting space for visitors in the booth in advance, taking into consider in the booths.



## Indie Game Area

Area features a showcase of indie game developers on any game platforms.

[Exhibit Products/Services] indie game contents

※Game platform company can not exhibit in this area. TGS offers special sponsorship plan for game platform companies. For more detail, please contact OMO.

### ● Regular Booth

(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**

### ● Turnkey Booth

(2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.

### ● Indie Selected Exhibit

Prior Screening Required

Call for Exhibitors Launch in April

(1m in width X 2m in depth)

※Only individuals and organizations that have been selected through a screening process after submitting the required application can exhibit at Indie Selected Exhibit.

(Exhibitors who are eligible to join the scheme)

● Annual Sales

Company: Less than USD 500,000.-

Individual: Less than USD 10,000.-

● Capital (If applicants are company-based.)

Applicants are financially independent. e.g.No capital or financial support from major game publisher are allowed to apply.

※The application process is different from the regular exhibition.



## BtoB PROGRAM

## Business Solution Area

2 days 4 days

Area featuring for game-related BtoB companies/organizations. This area offers both 2-days and 4-days exhibit day options.

[Exhibit Products/Services] Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions

Regular booths can be exhibited for 2 days on Business Day or 4 days. Turnkey booths are only available for the two Business Days. TGS Forum Sponsorship Sessions are also available as an option. Please refer to "TGS Forum Sponsorship Session Guide" for more detail.

### ● Regular Booth

2 days

4 days

(3m in width X 3m in depth)

Exhibit Period:

September 15(Thu.)-18(Sun.)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

**Shell Scheme: JPY 495,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

※For exhibitors exhibiting only on

the two Business Days, move-out time will be approximately two hours after the end of the Business Day.

Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

※Shell Scheme Package including system walls, electricities is available with additional charge.

Please refer to "Guide for Package Booth" for more detail.

### ● Turnkey Booth

2 days

4 days

(2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee.

Please refer to (Guide for Package Booth) for the details of the basic decoration.



# Real (In-Person) Exhibit Area③

## BtoB PROGRAM

### New Stars Area (Asia/Eastern Europe/Latin)

2 days  
4 days

This is the exhibition area targeting emerging companies in regions such as Asia, Eastern Europe and Latin countries. The concept is to introduce local new stellar companies such as promising game venture companies.

[Exhibit Products/Services] Overseas companies from various regions that want to enter the Japanese and global market

#### ● Shell Scheme Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 495,000.  
- per booth (tax incl.)**

※One exhibitor can apply for up to 3 booths.  
Please contact OMO if you wish to apply for 4 or more booths.  
※Please refer to "Guide for Package Booth" for more detail.

#### ● Space Only Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.  
- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

#### ● Asia New Stars Area



#### ● Eastern Europe New Stars Area



#### ● Latin America New Stars Area

## BtoB PROGRAM

### Business Meeting Area

2 days

TGS sets "Business Meeting Area" where allows for meaningful business discussion in a quiet, calm atmosphere during Business Day at TGS. The area offers to private meeting room booths and basic table space at lower fees.

[Exhibit Products/Services] Game-related BtoB companies/organizations

#### ● Meeting Room Booth

(Closed conference room space is available for one company.)

**JPY 495,000.- (tax included)**

※Please ask the OMO if you apply for 4 or more booths.  
※Please refer to "Guide for Package Booth" for more detail.

For exhibitors with booth in other area

**JPY 385,000  
(tax included)**



#### ● Basic Table Space

(Exclusive table meeting space is available for one company.)

**JPY 220,000 (tax included)**

※Please ask the OMO if you apply for 4 or more booths.

## About Exhibit Rules

If you wish to exhibit, please refer to "Rules Governing TOKYO GAME SHOW 2022" (Refer to page 23).

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2022" (hereinafter referred to as "Rules"). 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 (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

## Covid-19 Infection Protection

Covid-19 infection control measures will be taken in the venue.

Please take measures against infectious diseases when constructing and operating your booth

※Please refer to Covid-19 infection protection control measure on TGS2022 Exhibitor Manual for more detail.

# For Real (In-Person) Exhibit at Makuhari Messe①

## Exhibit Area

Real(in-person) exhibitors at the TOKYO GAME SHOW can choose to exhibit at the booth for 2 days ONLY (\*1) on the Business Days (September 15 [Thu] and 16 [Fri]) or for the entire 4 days (\*1).Please note that the schedule and amount of money you can choose depends on the exhibit area and contents.

**The exhibition venue is scheduled to be Makuhari Messe Halls 1-8, but depending on the number of applications, Halls 9-11 may also be used.A final outline of this event will be provided by the end of May.**

Target	Exhibit Area	Range of Exhibit Product / Services	Exhibit Day	Booth Type		Merchandising (*2)	Remarks for Real (in-person) Exhibit
				Package Booth	Turnkey Booth		
Public and Business Day Visitors	General Exhibition	game software, game console, other game-related products/services	4-Days Exhibit	●	●	×	
	Smartphone Game	smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.	4-Days Exhibit	●	●	▲	Only game platform can be pre-ordered.
	VR/AR	VR/AR/MR-related hardware, VR-related game, VR development tools and services	4-Days Exhibit	●	●	×	
	e-Sports	e-Sports related game software, gaming PC, gaming device, and e-Sports services	4-Days Exhibit	●	●	×	
	Indie Game	indie game contents	4-Days Exhibit	●	●	×	
	Game School	high school, game vocational School, university, graduate school, etc.	4-Days Exhibit	●	●	×	
	Merchandise Sales	music CD, video products, related hardwares, and game-related merchandises,books, etc.	4-Days Exhibit	●	—	●	Maximum unit sales price is JPY30,000 (tax inclusive)
Business Day Visitors	Business Solution	Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions	4-Days or 2-Days Exhibit/ Business Day	●	●	×	Turnkey booth is available ONLY for Business Day (2-days) exhibit.
	Asia New Stars	Overseas companies from Asia/Eastern Europe/Latin America that want to enter the Japanese and global market	4-Days or 2-Days Exhibit/ Business Day	●	—	×	
	Eastern Europe New Stars		4-Days or 2-Days Exhibit/ Business Day	●	—	×	
	Latin New Stars		4-Days or 2-Days Exhibit/ Business Day	●	—	×	
	Business Meeting Area	Game-related BtoB companies/organizations that wish to hold business meeting	2-Days Exhibit/Business Day	※	※	×	※Please refer to "Business Meeting Area" for more detail.

\*1 All real (In-Person) exhibitors can also exhibit TGS Online exhibition.

\*2 Only newspapers and books are allowed to sell in your booth except for one in Indie Game and Business meeting areas.

## Package Booth

There are three types of exhibit booths: Space Only, Shell Scheme Booth and Turnkey Booth. If you choose to exhibit in Space Only (3mx3m), ONLY the space is included in the exhibition fee.

If you choose to use Space Only, you will be required to prepare your own booth furniture and fixtures or use a package (shell scheme) booth provided by TGS Management Office (additional fee).

If you wish to exhibit in Turnkey Booth, you will be required to use a booth that includes basic decorations prepared by TGS Management Office (including the exhibition fee).

There are restrictions on the size and shape of the booth, so please refer to TGS Exhibition Regulations.



Regular Shell Scheme Booth  
(3mX3m/One)



Turnkey Booth (One Booth: 2mX2m/  
Specification may change by exhibiting area.)

# For Real (In-Person) Exhibit at Makuhari Messe②

## Content Provided to Real Exhibitors

The following contents, services, and functions will be provided to real exhibitors.

For details, please refer to the Online Exhibition Guide.

- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction page on TGS Official Website. (The exhibitor introduction page will be available in both Japanese and English (Japanese and English information will be provided by exhibitor)).
- Exhibitors can use TGS Business Matching System provided by TGS with free of charge, which enables exhibitors to make appointments and conduct business meetings with other exhibitors and participants with business purposes (to be recruited separately) in a one-stop service. (Both in real and online).

## Priority Order of Booth Location Selection

• The location of booths will be determined at a booth location selection meeting to be held on June 14, 2022, (for exhibitors that applied for 40 booths or more) and July 6, 2022 (for exhibitors that applied for fewer than 40 booths).

※ If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

• Method of Booth Location Selection

### ● For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

### ● For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2021) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※ If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※ In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

※ It is not possible to change the number and configurations of booths at the booth location selection meeting.

※ If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.

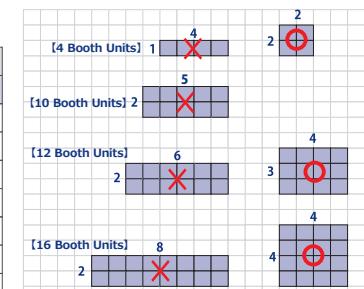
※ The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

※ Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

Available Booth Size Configurations for 40 booth units or less

Depth: (booth units/m)	Width: (booth units/m)							
	1(3m)	2(6m)	3(9m)	4(12m)	5(15m)	6(18m)	7(21m)	8(24m)
1(3m)	●	●	●	✗	✗	✗	✗	✗
2(6m)	●	●	●	●	✗	✗	✗	✗
3(9m)	●	●	●	●	●	●	●	✗
4(12m)	✗	●	●	●	●	●	●	●
5(15m)	✗	✗	●	●	●	●	●	●
6(18m)	✗	✗	●	●	●	●	●	●
7(21m)	✗	✗	●	●	●	●	●	●

Example:  
Available Booth Size Configurations



# Online Exhibits

TGS2022 is looking for exhibitors from companies and organizations that aim to expand BtoB and BtoC information about games. For "Online Exhibitors," each exhibitor can post information on the exhibitor introduction page on the WEB, provide free trial experience, and conduct online business meetings.

Exhibit Area

- General Exhibition
  - Smartphone Game Area
  - VR/AR Area
  - e-Sports Area
  - Game School Area
  - Indie Game Area
  - Merchandise Sales Area
  - Business Solution Area
  - New Stars Area (Asia/Eastern Europe/Latin)
  - Business Meeting Area

※TGS2022 has set exhibition categories so that visitors can easily access exhibitors.

Each exhibitor will be picking appropriate category, but no difference on exhibition menu between different categories.

※Each exhibitor will be picking appropriate category, but no difference on exhibition friend between different categories.  
※Each exhibitor with one exhibit ONLY in the same category. Multiple exhibits will be available with different exhibit applications. No co-exhibitor can be joined at TGS2022 if it's online participation only.

※CERO (Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" rating.

<https://expo.nikkeibp.co.jp/tgs/2022/pdf/Guidelines.pdf>

## **Exhibit Rules**

**Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2022".**

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 (CESA), as well as Nikkei Business Publications, Inc. and DENTSU Inc.

## **Contents and Services Provided to Exhibitors**

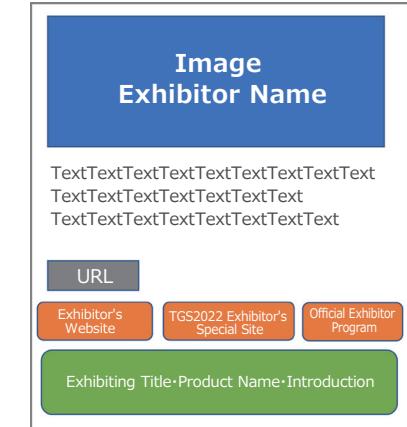
**Exhibitors will be provided with the following contents, services, functions**

- Exhibitor names will be posted on the "Exhibitor List" page. In addition, we will link from the exhibitor list page to each exhibitor introduction page.
  - The exhibitor introduction page will be available in English and Japanese (information in English and Japanese prepared by each company will be posted).
  - One-stop service from TGS Business Matching System to online business meeting.

## **Exhibit Fee**

**JPY 275,000  
(tax inclusive)**

## **Exhibitor's Introduction Page (Sample)**



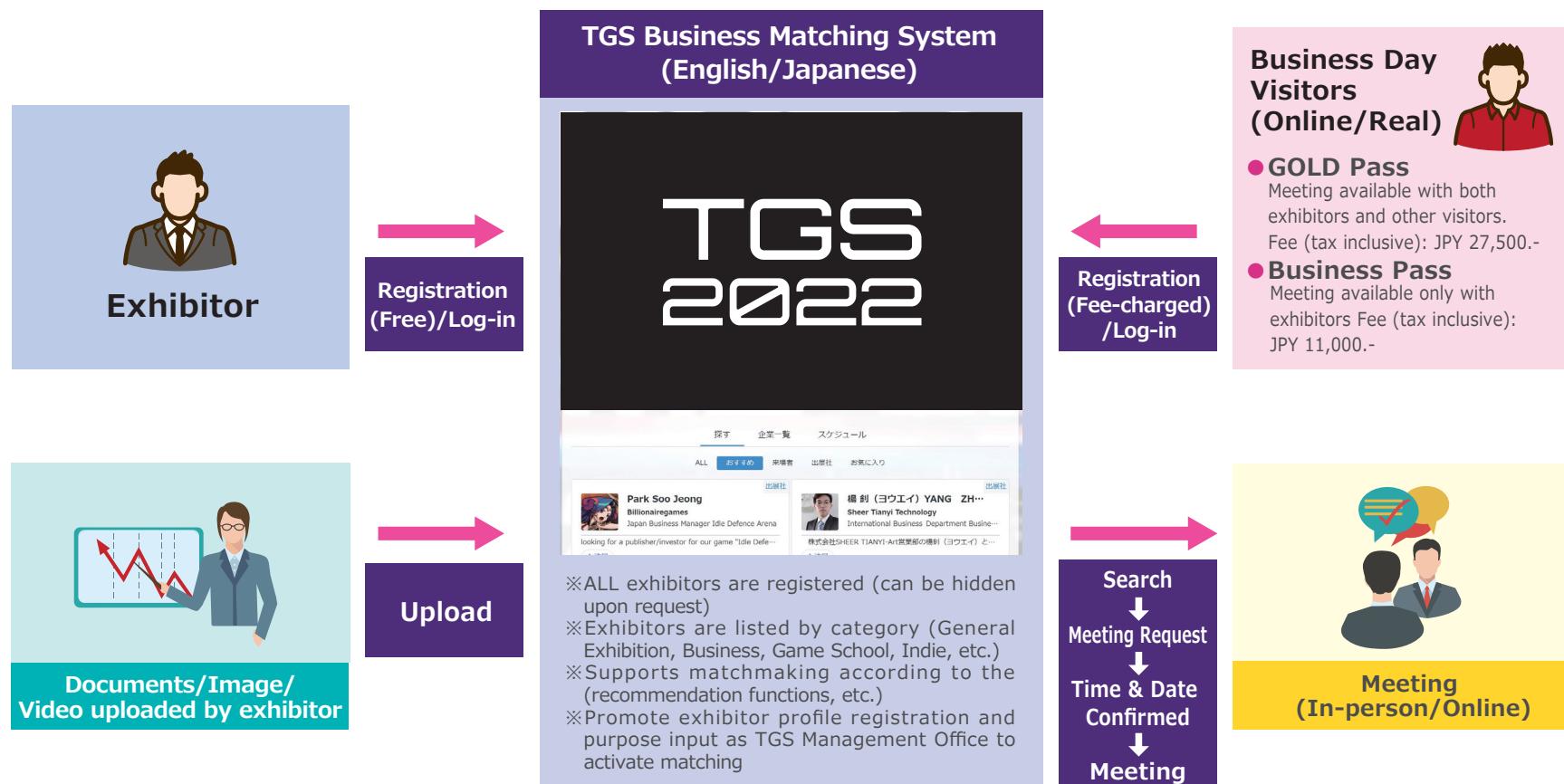
## **Contents & Functions of Exhibitor's Introduction Page (Planned)**

- Logo and Image (Game Play, etc.)
  - Introduction Text
  - Exhibit Category Tag
  - Web Linkage
  - Video Linkage
  - Linkage to Business Matching System

# Outline: TGS Business Matching System

Available from Friday, August 5 (planned)

TGS2022 will introduce a business matching system that can be used free of charge by all exhibitors in order to support the enhancement of the game industry and business meeting. This system is enable to one stop from meeting request through online meetings. In addition to exhibitors, paid business visitors are also registered, so it is possible to have online business meetings between exhibitors and paid participants as well as between exhibitors on this system. This system is a hybrid system that allows you to make appointments for both real and online business meetings. Both real and online exhibitors will be able to schedule business meetings efficiently. The business matching system is scheduled to start operating on August 5 (Fri.), and business meetings can be set up from September 15 (Thu.) to September 18 (Sun.).



# Official Exhibitor Program(Regular Distribution)①

TGS2022 will be held from Thursday, September 15 to Sunday, September 18. TGS Official Exhibitor Program will be broadcast from around 10:00 a.m. to 12:00a.m., and will be available on YouTube, Twitter, NicoNico, and various other video platforms in Japan and overseas. It will be available on YouTube, Twitter, NicoNico, and various other video platforms in Japan and abroad. In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)" TGS prepares a frame for distributing exhibitor programs (as TGS Official Exhibitor Program). TGS2022 also prepared a "Simplified Distribution" menu that allows exhibitors to distribute stage projects at the real booths as official programs. Join the "TGS Official Exhibitor Program" where the official exhibitor programs can be distributed.

## Official Exhibitor Program (Regular Distribution) Participation Fee

**General Slot JPY 2,750,000.- (tax incl.)**

**Golden Slot JPY 3,850,000.- (tax incl.)**

※Fee is based on 50 minutes per one slot.

※This participation fee does NOT include exhibition fees for TOKYO GAME SHOW 2022.  
ONLY exhibitors on this (either online or real) event are eligible  
to participate the program.

※General Slot:11:00a.m.~5:50p.m. Golden Slot:6:00p.m.~11:50p.m.

## Program Outline

### ● The program provides participating exhibitors the following items, service and functions

- ※ Exhibitor name will be posted on the [Exhibitor List] on TGS2022 portal. In addition, each exhibitor's introduction will be linked from the exhibitor list.
- ※ Exhibitor introduction pages will be available in Japanese and English (Japanese and English information prepared by each company will be posted respectively).
- ※ ALL exhibitors will be entitled to use TGS Business Matching System for free. The system provides to connect with other exhibitors and paid trade visitors as well.

### ● Providing Exhibitor's Slot in Official Program (50 minutes per slot)

- ※1 Slot: 50 minutes
- ※Up to 2 consecutive slots (Total 110 minutes) available upon availability. (Exhibition Fee for the program will be double.)

### ● Available Slots: September 15 (Thu.) through September 18 (Sun.)

- ※Available Slots: See next page in "Yellow" for General Slots and "Brown" for Golden Slots.
- ※Contact OMO if you wish to deliver at a time other than the program frame in the timeline.

### ● Programs will be streaming at the following TGS channels.

- YouTube / Twitter / niconico / Twitch / Facebook / TikTok / STEAM / DouYu / bilibili / Huya / Douyin / Xigua / Toutiao
- ※Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

### ● Program Time Slot is decided by "Program Time Slot Selection Meeting" with followed by 2 selection priority orders

- ※TGS2022 Official Exhibitor Program Time Slot Meeting will be held on June 17 (for Priority ① and ②) and July 1 (for Priority ③ and ④). At the meeting, each exhibitor picks up the appropriate slot(s) in the order of selection priorities. After selecting by Priority ① and ② exhibitors, the Management Office will inform the exhibitors of Priority ③ and ④ for the vacant time slots in advance.

In case of a larger number of exhibition applications exceeding the available slots, it will be possible that the available time slots will be filled before all the selection orders come around.

In this case, if there are no more available slots, exhibitor will be asked to decide whether to cancel the exhibition (no cancellation fee will be charged.). The right of decision by applicable exhibitor(s) will be remained by one business day after the selection meeting.(e.g.) In case an exhibitor who applied for Golden Slot does not have any Golden Slot available at the time of selection, the exhibitor may cancel the application without paying for any cancellation fee.

However, if there is a Golden Slot available, even if it is not the time slot you originally requested, an exhibitor will be charged a cancellation fee if it may cancel.

※It is possible to select a different time slot from the one you applied for at the program slot selection meeting (General Slot or Golden Slot). The participation fee for the determined time slot will be applied.

## Selection Priority for Official Exhibitor Program (Regular Distribution)

※Program Time Slot Selection Meeting will be held online.

**Priority ①:Game Console Platform Company**

**Priority ②:Exhibitor that participated in the preceding show (TGS2021) with Official Exhibitor Program**

**Priority ③:Exhibitor that participated in the preceding show (TGS2021)**

**Priority ④:Other Exhibitor**

※For priority ①and②, the exhibitors with the largest number of slot participations in 2021 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2022 with larger booth numbers (※regardless of booth shape), exhibitors who have exhibited Trial Play Booth for Press/Influencer at TGS2021(※regardless of number of booths),exhibitors who have met TGS2022 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held. For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2022 with larger booth numbers (※regardless of booth shape), exhibitors who have exhibited Trial Play Booth for Press/Influencer at TGS2021(※regardless of number of booths),exhibitors who have met TGS2022 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).



TGS Management Office will take measures to prevent Covid-19 infection when producing the programs. Kindly give considerations to the viewers not only in the operation of the recording but also in the production onsite.

# Official Exhibitor Program ② Regular Distribution

## Items Provided by Organizer

- **The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.**

※It will be live-streamed from the studio set up by the organizer at Makuhari Messe. If the exhibitor wishes to use the studio other than provided studio, please arrange by the exhibitor. In addition, in the case of distribution from another studio, an additional distribution fee will be charged.

※Regular transmissions can also be made from exhibitor booths at Makuhari Messe. In this case, the video must be transmitted to the organizer as if it were transmitted from a separate studio. However, no additional transmission fee will be charged for regular transmission from an exhibitor's booth at Makuhari Messe.

※The basic set of the studio is a digital background created by chroma key composition. If the performer is unable to come to the studio, online participation will be available. (Upon consultations).

※If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.

※The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

- **In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)**

※Organizer assigns simultaneous English/Japanese interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English/Japanese.

- **Simulcast will be delivered on TGS Official Channel.**

※Simulcast video platforms are planned to be YouTube, Twitter, niconico, Twitch, Facebook, TikTok, STEAM, DouYu, bilibili, Huya, Douyin, Xigua, Toutiao and other platforms.

※The above video platform is subject to change without prior notice. Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

※The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.

## Optional Menu

- **For special designs / decorations, productions, and other options tailored to the exhibitor, Management Office will make a separate quotation upon consultation.**
- **Casting of guests (celebrities, voice actors, etc.) and various customization services are not included in the participation fee. Please refer to the "Guide to TGS Official Exhibitor Program" for details on these options.**

# Official Exhibitor Program(Simplified Distribution)

## Program Outline

Simplified Distribution is a menu that allows exhibitors to broadcast video from the real booth stage, etc. as an official program. Please refer to "Guide to TGS Official Exhibitor Program".

### Official Exhibitor Program(Simplified Distribution)Participation Fee

※Fee is based on 50 minutes per one slot.

**JPY 660,000.- (tax incl.)**

**[Distribution Hour] September 15(Thu) : 10:00a.m. ~ 5:00p.m.**

**September 16(Fri.) ~ 18 (Sun.) : 10:00a.m. ~ 6:00p.m.**

## Notes

- **Distribution time is limited to 50 minutes per slot.**

The start time of distribution can be set by exhibitors (\*See note below).

※If there are multiple applications for the same time, organizer may ask exhibitors to adjust the delivery time.

※Refer to "Official Exhibitor Program".

- **Programs will be streaming at the following (One language ONLY)**

**YouTube / Twitter / NicoNico**

- **Organizer does not offer optional services such as simultaneous interpretation or simulcasting to other platforms.**

- **Exhibitors are requested to produce and record their own programs.**

- **Participation in Merchandise Sales Area is Not permitted.**

# Official Exhibitor Program Slot Time Schedule (Tentative)

※Timetable is subject to change without prior notice.



- Exhibitors can select the implementation frame of Official Exhibitor Program from the part surrounded by red line.
- Official Exhibitor Program (Simplified Distribution) will be implemented from the part surrounded by green line.

		9:00a.m. ~ 10:00a.m. ~ 11:00a.m. ~ noon	1:00p.m. ~ 2:00p.m. ~ 3:00p.m. ~ 4:00p.m. ~ 5:00p.m. ~ 6:00p.m. ~ 7:00p.m. ~ 8:00p.m. ~ 9:00p.m. ~ 10:00p.m. ~ 11:00p.m. ~ 0:00a.m.			
		Organizer Program	General Slot	Golden Slot	Simplified Distribution Slot	
Sep.15 (Thu.)	Organizer Program	Opening   Keynote Speech			Japan Game Awards	
	Official Exhibitor Program (Regular Distribution)		General Slot   General Slot   General Slot   General Slot   General Slot	Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot		
	Official Exhibitor Program (Simplified Distribution)		Simplified Distribution Slot			※Start time will be decided by exhibitors. Each slot is within 50 minutes.
Sep.16 (Fri.)	Organizer Program	Organizer Program			Sense of Wonder Night	
	Official Exhibitor Program (Regular Distribution)		General Slot   General Slot   General Slot   General Slot   General Slot	Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot		
	Official Exhibitor Program (Simplified Distribution)		Simplified Distribution Slot			※Start time will be decided by exhibitors. Each slot is within 50 minutes.
Sep.17 (Sat.)	Organizer Program	Organizer Program			Japan Game Awards	
	Official Exhibitor Program (Regular Distribution)		General Slot   General Slot   General Slot   General Slot   General Slot   General Slot	Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot		
	Official Exhibitor Program (Simplified Distribution)		Simplified Distribution Slot			※Start time will be decided by exhibitors. Each slot is within 50 minutes.
Sep.18 (Sun.)	Organizer Program	Organizer Program	Japan Game Awards	Japan Game Awards		Ending Program
	Official Exhibitor Program (Regular Distribution)		General Slot   General Slot	General Slot   General Slot   General Slot	Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot   Golden Slot	
	Official Exhibitor Program (Simplified Distribution)		Simplified Distribution Slot			※Start time will be decided by exhibitors. Each slot is within 50 minutes.

- If an exhibitor wishes to set the program between midnight and 10:00a.m., additional extra-hour fee will be charged.
- The above time zone is based on JST (Japan Standard Time).

# TGS Forum Sponsorship Session

TOKYO GAME SHOW 2022 will be seeking sponsored speakers for "TGS Forum Sponsorship Session" (hereinafter referred to as "Sponsorship Session"), which will allow exhibitors to present their products, services and technologies to industry professionals.

This session will be held on the second day of the Business Day (September 16), and will include sponsorship slots as part of the "TGS Forum Special Session", a seminar focusing on the latest trends and business developments in the game industry.

The seminar will be held in a conference room at the International Conference Hall at Makuhari Messe, the same location as the Business Meeting Area. On-demand plans are also available for online exhibitors to distribute seminar videos.

## REAL Venue Sessions

Two types of real venue session slots are available, with different number of seats and session times.

### Regular Session <R> \*Offers up to 3 slots

- Time/Fee 60 min.  
JPY1,320,000 (tax incl.)
- Venue Capacity 120 pax
- 100 TGS2022 Business Day Invitation Tickets

Note: TGS Forum Sponsorship session is available for TGS2022 real exhibitors only.

### <R> <S> Inclusive Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
2. Put sponsored company logo on TGS Forum Program (advertisement, signboard, website)
3. Registration service for attendees (pre-registration, issuing session tickets, on-site registration)
4. Online Streaming (Live / Archive) \*Archive distribution will be September 17 (Sat.) through September 30 (Fri.)  
\*Recorded archive data will be supplied to sponsored companies.
5. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
6. Provide list of attendees
  - \*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.
  - \*The contact information includes the followings.
- Name (both Japanese and English), E-mail address, Company name, Division / Dept., Company address, company phone number
- The organizer does NOT guarantee the number of attendees.
- TGS Forum Sponsorship Session does NOT include translation service. Both simultaneous and consecutive translation service will be available upon request for a fee. Please ask OMO for more details.
- Session time, slot, and venue location are subject to change.

Please refer to "TGS Forum Sponsorship Session Guide" for more detail.

## Online Session

TGS2022 provides a menu of online sessions where exhibitors' seminar videos can be viewed on demand.

### Online Session

- Time / 30 min. /  
Sponsorship Fee JPY 550,000 (tax incl.)

- The seminar videos will be available on demand.
- Online Sessions will be available to Business Day registrants and exhibitors.
- Only exhibitors can be sponsored the online session.
- The seminar video should be pre-recorded and delivered with a complete package.
- The seminar video must be no shorter than 30 minutes in length.

**Online Session Period** September 15 (Thu.) through 30 (Fri.)

### Inclusive Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
2. Put sponsored company logo (one) on TGS Forum Program (advertisement, signboard, website)
3. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
4. Provide list of attendees
  - \*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.
  - \*The contact information includes the followings.
- Name, E-mail address, Company name, Division / Dept., Company address, company phone number

# Other Organizer's Projects/ Exhibit & Sponsorship Plans

(Detail will be announced)

## ● "Free Trial Play" program allows users to try out new titles through online

This is a popular program that first appeared at TGS2021 ONLINE.

This project allows users to download and play demo versions of exhibiting titles for free in cooperation with game platformers' online stores.

A list of trial version titles will be posted on the TGS Official Website to attract visitors to each title page.

## ● "SENSE OF WONDER NIGHT" Gateway to success for indie game developers

With the support of game platformers and other organizations, TGS plans to offer the "Indie Game Selected Exhibit" plan again this year, which will allow indie game developers to exhibit their games for free. The application guidelines will be announced around April.

In addition, "SENSE OF WONDER NIGHT (SOWN2022)", a pitch event where game developers selected from the "Indie Game Selected Exhibit" will compete with their own ideas, will be held. The presentations will be broadcast live as an official exhibitor program.

In addition, the "Indie Game Party" will be held online again this year to allow visitors to interact with indie game developers.

## ● Online Experience Tour for game fans who cannot come to the venue

This year, too, we plan to offer an online experience tour with a "Tour Guide" around the booths in the exhibition hall so that domestic and overseas game fans who cannot come to the venue can also experience TGS.

The tour will be available in multiple languages.

## ● VR venue "TOKYO GAME SHOW VR 2022"

In 2021, TOKYO GAME SHOW VR will be the first virtual event at TGS, with a total of 210,000 visitors and an average stay of 27 minutes per user.

The survey results showed a high level of satisfaction, and we received many comments of anticipation for the 2022 event.

This year's TOKYO GAME SHOW VR 2022 will reflect the feedback from last year's event, and we plan to prepare a "VR venue exhibition and sponsorship plan" that will enable the creation of new VR-based TGS experiences and the provision of TGS content to as many people as possible.

## ● Advertising Menu/Special Sponsorship (Fee-Charged)

TGS offers a plan for signage and banner advertising on real traffic lines inside and outside the venue, as well as on online traffic lines. TGS2022 also have a special sponsorship menu that allows non-gaming related companies to promote their products at TGS2022.

Please consider using these services in conjunction with your exhibit. For details, please refer to the attached "TGS2022 Advertising and Sponsorship Guide".

**In addition, TGS2022 is planning various projects. Will inform as soon as possible on TGS official website.**

# Press Services for Exhibitors

## ● Press Information Distribution Service (Free)

Exhibitor's own press release and coverage guides will be distributed free of charge to approximately 2,500 domestic and 1,600 overseas presses registered with TGS. In case the exhibitor wishes to utilize for interview and information distributions, the service is an ideal opportunity. This service offer to limit to only 2 companies per day.

※This service is first-come, first-serve basis. If you wish to distribute to overseas media, please provide English data in advance.

## ● Media Partner System

Media Partner System has been set among significant game-related media such as magazines, websites and video services at TGS2022. TGS Management Office have created an environment that we can deliver high-quality news and articles by media partners with popular media around the world.

## ● Exhibitor News

TGS2022 has "Exhibitor News" column where exhibitors post information.

# List of Available Exhibit Plans

There are three types of exhibition plans for TGS2022. Exhibit conditions and application methods are different for (1)"Real Exhibit" , (2) "Online Exhibit", and (3) "Indie Game Selected Exhibit" where you can exhibit at Indie Game Area for free of charge.

Details will be announced separately after mid-April. Please check on TGS official website.

In addition, TGS2022 prepares exhibition / sponsorship projects that you can participate in as an option. Please contact TGS Overseas Management Office ([tgs@congre.co.jp](mailto:tgs@congre.co.jp)) for more details.

		Real (In-Person) Exhibit	Online Exhibit	Indie Game Selected Exhibit
Exhibitor Information on TGS Official Website (Online Exhibit Venue)		○	○	○
Co-Exhibitor		○	×	×
Business Matching System		○	○	○
Official Exhibitor Program (Regular Distribution)	Separate Document Available	○Fee-Charged	○Fee-Charged	×
Official Exhibitor Program (Simplified Distribution)	Separate Document Available	○Fee-Charged ※4 or more real booths	×	×
Free Online Trial Play	To Be Announced	○	○	○
SENSE OF WONDER NIGHT (SOWN)	To Be Announced	×	×	Screening Required
Indie Game Party	To Be Announced	○	○	○
Online Experience Tour	To Be Announced	TBA	TBA	TBA
TOKYO GAME SHOW VR	To Be Announced	○Fee-Charged	○Fee-Charged	×
TGS Forum Sponsorship Session	To Be Announced	○Fee-Charged	○Fee-Charged	○Fee-Charged
Advertising Menu	Separate Document Available	○Fee-Charged	○Fee-Charged	○Fee-Charged
Special Sponsorship Menu	Separate Document Available	○Fee-Charged	○Fee-Charged	×

※Except Merchandise Sales Area

# Exhibit Rules①

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2022" (hereinafter referred to as "Rules"). 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 (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

## Rules Governing TOKYO GAME SHOW 2022

### ■ TOKYO GAME SHOW 2022 Overseas Management Office (OMO)

The OMO is the operating secretariat of TOKYO GAME SHOW 2022 organized by the Organizer and Co-organizers of the SHOW.

### ■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and OMO pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or OMO deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and OMO both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and OMO shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or OMO for the full amount of any damages incurred.

### ■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies and other organizations supplying game software and game products and services consistent with the purpose of the SHOW set by the Organizer. The Organizer and OMO has the right to determine if any product or service is consistent with the purpose of the SHOW.

### ■ Execution of Contract

The OMO will receive applications from companies and other organizations that wish to exhibit in the SHOW.

The acceptance of email upon the application shall be issued after reviewing the details of the application.

The issuance of the acknowledgment shall constitute the completion of the contract between the OMO and the Exhibitor to exhibit in the SHOW.

### ■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

1.Exhibits are limited to those that meet the Ethical Rules of CESA (Computer Entertainment Supplier's Association). The real (in-person) and online sales of products related to software not in compliance with the Ethical Rules is prohibited. The real (in-person) and online sales of software-related products (character goods, etc.) that violate the Ethical Rules of CESA is also prohibited. Please refer to the website (<https://www.cesa.or.jp>) for CESA Code of Ethics.

2.Promotion of software for consumer use is the content of activities of any Exhibitor, in principle.

※For game software, please refer to the Restrictions of Exhibition Categories.

3.Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with OMO in advance.

### ■ Restrictions of Exhibit Categories

Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.

※Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.

•If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.

•If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with OMO in advance.

# Exhibit Rules②

## ■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1)Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by OMO.
- (2)Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and OMO determine that a booth is in violation of this rule, OMO will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3)For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel an exhibition, and each exhibitor must follow OMO instructions regardless pre and ongoing exhibition periods.
- (4)Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The OMO will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the OMO's determination.
- (5)Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of OMO.
  - Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6)Exhibitors will decorate their booths during the exhibition preparation period stipulated by OMO in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- (7)All exhibits and decorations shall be removed on the same day during the removal time specified by OMO in the exhibition guidelines.
- (8)It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- (9)Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

## ■ Exhibitor Name

- Exhibitors acknowledge that OMO may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

## ■ Determination of Booth Location at Real Venue

- The location of booths will be determined at a booth location selection meeting to be held on June 14, 2022, (for exhibitors that applied for 40 booths or more) and July 6, 2022 (for exhibitors that applied for fewer than 40 booths).
  - ※If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.
  - Method of Booth Location Selection

## ■ For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

## ■ For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:
  - 1.Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2021) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
  - 2.Exhibitors that participated in the preceding Show but applied for booths after the deadline.
  - 3.Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
  - 4.Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.
- ※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.
- ※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).
- ※It is not possible to change the number and configurations of booths at the booth location selection meeting.
- ※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.
- ※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.
- ※Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

## ■ Shape of the Booth Space

- The shape of the booth space (booth depth, \_\_\_ and booth width, \_\_\_ ) should be applied for by placing whole numbers in the appropriate spaces.
- For less than 40 booths: An exhibitor's space can be at most 7 booths in depth and in width. Aspect ratio has to be less than 1:3. However, 1 booth in depth and 3 booths, and 4 booths in depth and 8 booths in width can be applied to exhibit.
- For 40 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth.
- In case for exhibitor that applied for 49 booths or more, the shape of booth space should be applied to a multiple of 7 and 7 booths in depth.
- To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

# Exhibit Rules③

## ■ Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by OMO.
2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.
3. For production methods of a video program with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel or to change an exhibition.
4. Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.
5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by the OMO that determines the above items have violated.
6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of OMO.

## ■ Selection of TGS2022 ONLINE Official Exhibitor Program (Regular Distribution) Time Slot

The time slot of TGS Official Exhibitor Program (Regular Distribution) will be decided at the slot selection meeting. The selection will be carried out in two parts, Priority (1)(2) and Priority (3)(4).

Priority (1) and (2): June 17 (Fri.), 2022

Priority (3) and (4): July 1 (Fri.), 2022 Priority of TGS2022 Official Exhibitor Program time slot selection is as follows:

Priority (1): Game Console Platform Companies

Priority (2): Exhibitor that participated in the preceding show (TGS2021) with Official Exhibitor Program.

Priority (3): Exhibitor that participated in the preceding show (TGS2021) with online exhibit only.

Priority (4): Other exhibitors

※Regarding selection of Priority (1) and (2), the company and organization with largest number of conducting slot participations in 2021 will be prioritized. For under same conditions, priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2022 exhibition booth in the order of the number of applied booths," "exhibitors exhibited at Trial Play and Exhibition Area for press/influencers," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※Regarding selection of Priority (3) and (4), priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2022 exhibition booth in the order of the number of applied booths," "exhibitors exhibited at Trial Play and Exhibition Area for press/influencers" in TOKYO GAME SHOW 2021, "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※The term "exhibitors who have met the application deadline" refers to exhibitors whose application forms have reached OMO by the deadline.

## ■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of the OMO.

## ■ Application and Payment Due

1. Please e-mail the application form to the OMO.
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
4. You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
5. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.
6. Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

## ■ Cancellation of Exhibition Application

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the OMO in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from the OMO.

[Cancellation fee for Real (In-person) exhibit]

- From May 28 (Sat.) to June 13(Mon.), 2022 / 50% of Exhibition Fee
- After June 14 (Tue.), 2022 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

- From May 28 (Sat.) to July 5 (Tue.), 2022 / 50% of Exhibition Fee
- After July 6 (Wed.), 2022 / 100% of Exhibition Fee

[Cancellation fee for Official Exhibitor Program (Regular Distributions) exhibitors]

- From May 28 (Sat.), 2022 / 50% of Participation Fee
- For 1st & 2nd Round Priority: June 17, 2022 (Fri.) onwards...100% of Participation fee
- For 3rd & 4th Round Priority: July 1, 2022 (Fri.) onwards...100% of Participation fee

※100% cancellation fee will be charged from the date of TGS2022 Official Exhibitor Program Slot Selection Meeting and the deadline for submitting the selection agreement (the next business day after the selection meeting).

\* However, in case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.

# Exhibit Rules④

## ■ Liability for Damages

- (1)The OMO shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.
- (2)Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, the OMO shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- (3)Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of OMO, and OMO shall not bear all costs for any reason. OMO is not obligated to pay for any cost.
- (4)The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- (5)The OMO shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6)Due to the epidemic and spread of new coronavirus (Covid-19, etc.) and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, OMO may cancel or postpone all or part of this exhibition, request a change in its contents. The OMO will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
- (7)The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that OMO cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).

## ■ Burden of Equipment, etc.

- (1)Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2)Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

## ■ Statistics

The OMO shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, the OMO will not provide the said access information, obtained as a result of the above, to Exhibitors.

## ■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, the OMO will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

## ■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, the OMO will not refund exhibit fees already paid.

The OMO shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunami, flooding, landslides, lightning, explosions, fire, etc.)
4. Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
5. Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
6. Spread of infectious diseases (including bacterial infections and viral infections etc.)
7. Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials)
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to the OMO that are not included in the preceding items

# Schedule to Exhibit①

## ●Procedure to Exhibit



## ●Real Exhibit Application·Booth Location Selection·Payment Schedule

40 booths or more  
Fewer than 40 booths

Closing Date to Exhibit Application

May 27 (Fri.), 2022

May 27 (Fri.), 2022

Booth Location Selection Meeting

June 14 (Tue.), 2022

July 6 (Wed.), 2022

Exhibitor Briefing

July 6 (Wed.), 2022

Closing Date for Payment

August 31 (Wed.), 2022

Cancellation Fee: 50% of the exhibition fee  
(May 28 to June 13, 2022)

Cancellation Fee: 100% of the exhibition fee(June 14, 2022 onwards)

## Booth Location Selection Priority

### ●For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

### ●For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:  
1.Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2021) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)  
2.Exhibitors that participated in the preceding Show but applied for booths after the deadline.  
3.Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.  
4.Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.  
※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.  
※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).  
※It is not possible to change the number and configurations of booths at the booth location selection meeting.  
※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.  
※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.  
※Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

## ●Online Exhibit Application·Payment Schedule

Closing Date to Exhibit Application  
May 27 (Fri.), 2022

Exhibitor Briefing  
July 6 (Wed.), 2022

Closing Date for Payment  
August 31 (Wed.), 2022

Cancellation Fee: 50% of the exhibition fee  
(May 28 to July 5, 2022)

Cancellation Fee: 100% of the exhibition fee  
(July 6, 2022 onwards)

# Schedule to Exhibit②

## ● Official Exhibitor Program (Regular Distribution) Participation Application·Payment Schedule



## Official Exhibitor Program (Regular Distribution) Slot Selection Priority

※Program Time Slot Meeting will be holding online.

**Priority①:** Game Console Platform Company

**Priority②:** Exhibitor that participated in the preceding show (TGS2021) with Official Exhibitor Program

**Priority③:** Exhibitor that participated in the preceding show (TGS2021)

**Priority④:** Other Exhibitor

※For priority ① and ②, the exhibitors with the largest number of slot participations in 2021 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2022 with larger booth numbers (※regardless of booth shape), exhibitors who have exhibited Trial Play Booth for Press/Influencer at TGS2021(※regardless of number of booths),exhibitors who have met TGS2022 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2022 with larger booth numbers (※regardless of booth shape), exhibitors who have exhibited Trial Play Booth for Press/Influencer at TGS2021(※regardless of number of booths),exhibitors who have met TGS2022 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

## To Contact

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