

TOKYO GAME SHOW 2011

# Asia's No.1 Game Show



## EXHIBIT GUIDE

9/15(Thu)-16(Fri)

Period: 2011.9.

Business Day

9/17(Sat)-18(Sun)

Open to the Public

Venue: Makuhari Messe (2-1 Nakase, Mihamaku, Chiba-City, Chiba, JAPAN)

To exhibit, please access to our exhibit site: <http://tgs.cesa.or.jp/english/>

Organizer: Computer Entertainment Supplier's Association (CESA)



Co-Organizer: Nikkei Business Publications, Inc.

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Nikkei Business Publications, Inc.

# "International Business Interaction"

## "Accelerate Business Opportunities"

TOKYO GAME SHOW (TGS), celebrates its 21st anniversaries, will organize more business opportunities for overseas exhibitors as "Asia's No.1 Game Show." TGS set the mid-term goal as evolution to the show of "No.1 Information in Asia" and "World-biggest event" and guarantees to expand your gaming business.



### Exhibitor Support Services

#### Online Business Matching System

TOKYO GAME SHOW has been launched online business matching system for the purpose of expands business opportunities during show period. Exhibitors may put their company profiles on the Business Matching System and all other exhibitors and business visitors are able to view each exhibitors profiles. By searching through this data, exhibitors can approach and make appointments to other exhibitors and business day visitors prior to the show.

\*TGS 2010 result: 228 meetings including 125 of overseas companies were organized during 4 days of show period, 2,359 e-mails of pre-application for meeting exchanged through online business matching system.

#### Overseas Business Meeting Corner

The corner is open meeting space for exhibitors. All overseas exhibitors are able to use meeting space with free of charge. Complimentary soft drinks and interpretation services are provided.



### Number of Exhibitors/Visitors

TGS 2010 Visitors  
**207,647**



#### International Business Consultation Corner

International Business Consultation Corner is a meeting area for people from Japanese companies extending their operations into overseas markets and for domestic and international business persons who want to expand their endeavors in the Japanese market. Consulting experts regarding advice on international gaming business and government agencies such as Japan External Trade Organization (JETRO) and overseas trade organization will station at the corner.



# TGS 2011 Exhibit Area

\*Please choose your most suitable exhibit area



## General Exhibition Area

**Exhibit Product:** Game Soft, Online Game, Game Platform, Other Game-related Goods & Services



## Mobile & Social Game Area

**Exhibit Product:** Smartphone, Cellular phone, Games for Tablet PC/Social Game Apps, Other-related products (Accessories and Peripheral Devices), Development Tools for Mobile Social Apps, Solution for Distributing & Services.



## Gaming PC & Network Game Area

**Exhibit Product:** High-Spec PC, Motherboard, Graphic Board, Processor, Memory, HDD, Online Game, Browser game, Other PC-related Product & Service

\*Please contact the OMO if you want product sales



## Gaming Device Area

**Exhibit Product:** Controller, Mouse, Keyboard, Headset, Related Goods for Portable & Home-use Game Console.



## Merchandise Sales Area

**Exhibiting Product:** Music CD, Video, DVD, Game Character Goods & Related Items, Book, Magazine, Newspaper.

\*Sale of the gaming software in this area is exclusively allowed for other area exhibitor in the show.



## Game School Area

*Introducing Game School for future creators.*  
Professional School, Undergraduate University, Postgraduate University, Distance Learning Service



## Business Solution Area

**Exhibit Product:** Development Tool, Middleware, Support service for Online Game, License Business, Support System for Venture Business, Human Resources Services, Business Solution including Business Administration and Support Software.



## Cloud / Data Center Pavilion

Pavilion for the service of Cloud / Data Center to support infrastructure environment of Social and Online Games.  
*\*Cloud/Data Center Pavilion will be located in Business Solution Area.*



## International Career Pavilion

For needs of global hiring aimed to achieve career matching between overseas companies and Japanese visitors, and vice versa.



## Business Meeting Area

*Special area for the meeting and press interview.*  
Business Meeting Area provides quiet environment and effective business opportunities with free interpreter and complimentary soft drink services.

## Conference & Forum

### Asia Game Business Conference (Tentative Title)

An International Conference aiming at the game business expansion in Asian region. The top executives of leading game companies from Japan, Korea, Taiwan, and China gather in a hall and argue on the prospects of the game business.



## TGS Forum 2011

TGS Forum 2011 will focus on latest technologies and business trend of the game industry. TGS 2011 adds more sessions and influences of IT and electronic technology on game industry. Target audience of TGS Forum will be people at game related industries. TGS forum is highly evaluated as comprehensive conference of game business. Key persons of game industry will be as lecturers.



## TGS Forum Sponsorship Session

For the purpose of B to B, TGS forum 2011 will be held for game related visitors and business visitors during Business Day. The organizer offers 2 types of sponsored seminar programs: ① "TGS Forum Sponsorship Session", ② "TGS Forum Sponsorship Session Light." Programs offer best opportunity to promote your products and services.



	① Sponsorship Session	② Sponsorship Session "Light"
Seminar Date	Sep, 16, 2011	
Length of Time	60 min	30 min
Venue	International Conference Hall at Makuhari Messe	
Capacity	140 (tentative)	50 (tentative)
Registration Receptions	Pre-registration at the TGS official website	
Sponsorship Fee	945,000 JPY (Incl. Tax)	315,000 JPY (Incl. Tax)
Method of Seminar Announcement (Ads in Magazine, DM, e-DM)	●	●
Insert LOGO in TGS forum program	●	●
Pre- registration, Issue Tickets, Registration on a day	●	●
Supply list of attendees	●	●
Issue the Seminar Tickets	No. of tickets upon request	—
Admission Tickets for the Business Days	100 tickets	—
Ads for the Official guidebook	1 page, 4-color	—

**Application Deadline: Friday, 10 June, 2011**

AV Equipment will be provided with free of charge

● Screen ● Projector ● Microphone, Speaker ● Laser Pointer

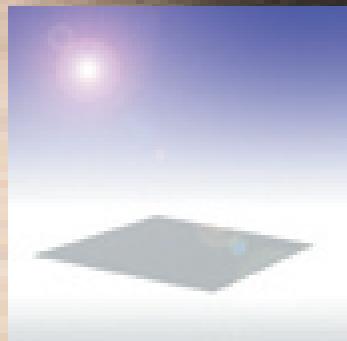
\* Please remind that the PC and DVD players are not equipped.

If you are necessary to use, please ask TGS OMO for further information

# 4 Days Exhibit Sep. 15-18, 2011

(throughout the show period)

## Space Only



\* Space does not including any costs associated with side&back walls, punch carpet, fascia, company name plate, fluorescent lamp, electrical outlet, and electrical power supply. If you would like to include packaged booth, please choose below as Space + Shell Scheme. If you would like to decorate on your own, please consult TGS OMO for further detail.



1 Booth  
3m×3m

¥367,500(Inc.Tax)



1 Booth  
3m×3m

¥294,000(Inc.Tax)



1 Booth  
3m×3m

¥420,000(Inc.Tax)

## Space + Shell Scheme



1 Booth  
¥472,500(Inc.Tax) 3m×3m



System Wall

+ Punch Carpet

+ Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Chair × 1, Display Table × 2

## Space + Shell Scheme for Business Meeting



1 Booth  
¥525,000(Inc.Tax) 3m×3m



System Wall

+ Punch Carpet

+ Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Chair × 4, Display Table,  
Meeting Table

## Turnkey Booth A



**¥210,000** (Inc.Tax)

1 Booth  
2m×2m

\*Max 3 booths per exhibitor



System Wall

+ Punch Carpet

Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Display Table × 1

## Turnkey Booth B



**¥231,000** (Inc.Tax)

1 Booth  
2m×2.5m

\*Max 3 booths per exhibitor



System Wall

+ Punch Carpet

Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Display Table × 1

## Space + Shell Scheme



**¥399,000** (Inc.Tax)

1 Booth  
3m×3m



System Wall

+ Punch Carpet

Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Chair × 1, Display Table × 2

## Space + Shell Scheme



**¥525,000** (Inc.Tax)

1 Booth  
3m×3m



System Wall

+ Punch Carpet

Fascia

+ Company Name Plate

+ Fluorescent Lamp

+ Electrical Outlet

+ Electrical Power Supply

+ Wagon Table × 2, Chair × 2, Meeting Desk × 1, Trash Bin × 1

# **2Days Exhibit Sep. 15-16, 2011**

**(Business Day Only)**

## **Space+Shell Scheme**



**¥472,500**<sub>(Inc.Tax)</sub>    1 Booth  
3m×3.5m

\*The fee at this Corner will be 262,500 JPY if you exhibit at other corners

\*Max 2 booths per exhibitor



- System Wall +
- Punch Carpet +
- Fascia +
- Company Name Plate +
- Fluorescent Lamp +
- Electrical Outlet +
- Electrical Power Supply +
- Meeting Table × 2, Chair × 6

## **Turnkey Booth C**



**¥210,000**<sub>(Inc.Tax)</sub>    1 Booth  
2m×2m

\*Max 3 booths per exhibitor



- System Wall +
- Punch Carpet +
- Fascia +
- Company Name Plate +
- Spot Light +
- Electrical Outlet +
- Electrical Power Supply +
- Display Table × 1

**Deadline for Booth Reservations:**  
**April 29 (Fri.) for Early-Bird Applications**  
**June 3 (Fri.) for Latest Applications**

\*For Early-Bird benefits, please contact TGS Overseas Management Office for more detail.



# 4Days Exhibit Sep. 15-18, 2011 (Throughout the show period)

Exhibit Area	Booth Type	Booth Size (m×m)	Pre-equipped Items		Chair	Other	NOTE	Price JPY per booth (Incl. TAX)
			Basic Items *	Table				
General Exhibition Area	Space Only	3×3	×	×	×	×	N/A	367,500
Gaming PC&Network Area	Basic Shell Scheme	3×3	●	Display Type×2	1	×	N/A	472,500
Mobile & Social Game Area	Shell Scheme for Business Meeting	3×3	●	Display Type×1 Meeting Type×1	4	×	N/A	525,000
Gaming Device Area	Turnkey Booth A	2×2	●	Display Type×1	×	×	Max. 3 booths per exhibitor	210,000
Game School Area	Turnkey Booth B	2×2.5	●	Display Type×1	×	×	Max. 3 booths per exhibitor	231,000
Business Solution Area	Space Only	3×3	×	×	×	×	N/A	294,000
Cloud/Data Center Pavilion	Basic Shell Scheme	3×3	●	Display Type×2	1	×	N/A	399,000
International Business Career Pavilion	Space Only	3×3	×	×	×	×	N/A	420,000
Marchandise Sales Area	Shell Scheme for Sales Area	3×3	●	Meeting Type×1	2	Wagon×2 Trash bin×1	N/A	525,000

\* Basic Items are include: Side & Back Walls, Punch Carpet, Fascia, Company Name Plate, Fluorescent Lamp 40W ×2, Electrical Outlet 800W×2, Electrical Power Supply 100V 1KW

# 2Days Exhibit Sep. 15-16, 2011 (Business Day Only)

Exhibit Area	Booth Type	Booth Size (m×m)	Pre-equipped Items		Chair	Other	NOTE	Price JPY per booth (Incl. TAX)
			Basic Items *	Table				
Business Meeting Area	Shell Scheme for Business Meeting	3×3.5	●	Meeting Type×2	6	×	Max. 2 booths per exhibitor	472,500
Business Solution Area/ Cloud/Data Center Pavilion International Business Career Pavilion	Turnkey Booth C	2×2	●	Display Type×1	×	×	Max. 3 booths per exhibitor	210,000

\* Basic Items include: Side & Back Walls, Punch Carpet, Fascia, Company Name Plate, Fluorescent Lamp 40W ×2, Electrical Outlet 800W×2, Electrical Power Supply 100V 1KW

\* 2 days exhibit of the turnkey booth (2m×2m) pre-equipped Spotlight (100 W×2) instead of Fluorescent Lamp.  
Please contact TGS OMO for further detail.

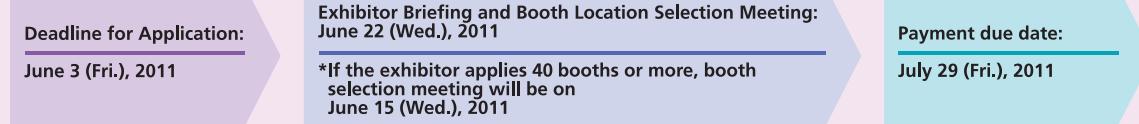


# TOKYO GAME SHOW 2011

## Outline

Name of Event :	TOKYO GAME SHOW 2011
Period :	Business Day* Sep.15 (Thursday) — Sep.16 (Friday), 2011 10:00 — 17:00 *Admission is limited to the press, industrial participants and those with invitations
Venue :	Open to the public Sep.17 (Saturday) — Sep.18 (Sunday), 2011 10:00 — 17:00
Organizer :	Makuhari Messe (2-1, Nakase, Mihamachi, Chiba-City, Chiba, 261-0023 JAPAN)
Co-Organizer :	Computer Entertainment Supplier's Association (CESA)
Supporter :	Nikkei Business Publications, Inc. (Nikkei BP)
Ministry of Economy, Trade and Industry (tentative)	
Expected No. of visitors :	190,000
Expected No. of booth :	1,500 booths

## Schedule



## Notification

- \*Please indicate your request about the shape of the booth space (depth, \_\_\_booths and width, \_\_\_booths) when you fill out the application form.
- \*Any exhibitor wish to cancel its participation in TOKYO GAME SHOW 2011, either fully or partially, must submit a notice to the Overseas Management Office in writing. In the event of a cancellation, the following amount is due as a cancellation fee. As the OMO issues a bill on that occasion, make payment within 30 days.
  - (a) From June 4 (Sat.)-June 14 (Tue.), 2011: 50% of the booth space fee
  - (b) After June 15 (Wed.), 2011: 100% of the booth space fee
- \*The confirmed payment is not refundable under any circumstances.

## The Fact of the Show in 2010

### Number of Visitors on Each Day

TOKYO GAME SHOW 2010		
Sep. 16 (Thu)	Business Day	24,764
Sep. 17 (Fri)	Business Day	24,229
Sep. 18 (Sat)	Open to the Public	81,469
Sep. 19 (Sun)	Open to the Public	77,185
Total		207,647

### Business-Day Visitors Breakdown by Country and Region

Country & Region	%	Country & Region	%
<b>Asia</b>			
South Korea	30.2	Ireland	0.3
Japan (foreign residents in Japan)	13.5	Italy	0.2
Taiwan	12.1	Poland	0.2
China	8.0	Hungary	0.1
Hong Kong	5.4	Netherlands	0.1
Singapore	2.2	Switzerland	0.1
Thailand	0.9	Czech	0.1
India	0.2	<b>Oceania</b>	
Indonesia	0.2	Australia	1.0
Philippines	0.2	<b>Middle East</b>	
Malaysia	0.1	Kuwait	0.6
Vietnam	0.1	Saudi Arabia	0.3
<b>North America</b>		UAE	0.1
U.S.A.	11.4	Afghanistan	0.1
Canada	1.6	Jordan	0.1
<b>Europe</b>		<b>Latin America</b>	
U.K.	2.8	Brazil	0.5
Sweden	2.0	Argentina	0.3
Germany	1.4	Mexico	0.1
France	1.4	<b>Africa</b>	
Denmark	0.7	South Africa	0.1
Spain	0.5	<b>Unclear</b>	
Finland	0.4	Unclear	0.2
Russia	0.4		

\*The breakdown of overseas visitors(1,546) that registered on site during Business Day

\*Except who have badges of guest, overseas press and

### Outline of the Show

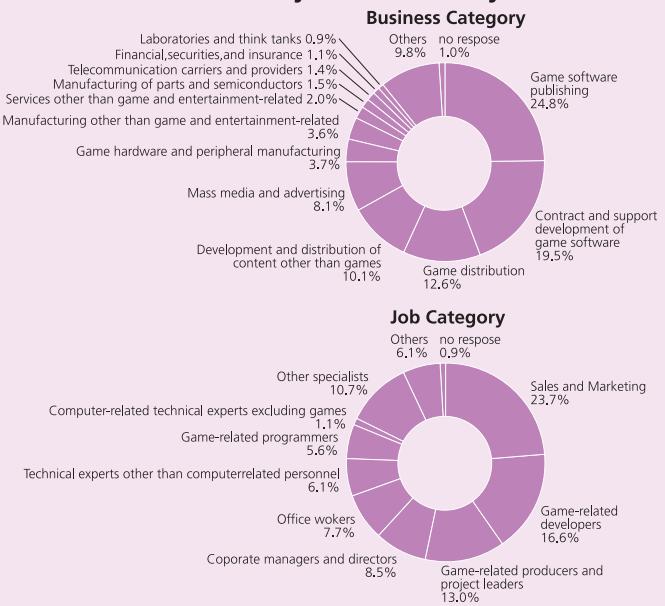
Displayed titles 712 titles  
(number of advance registrations)

By platform	%	By genre	%
PC	20.8	Action	14.6
Mobile phone	17.3	Development tool	5.2
Nintendo DS	15.4	RPG	4.5
PSP	7.0	Simulation	4.1
Playstation3	3.8	Shooter	3.2
Xbox 360	3.5	Puzzle	2.9
iPad	2.5	Adventure	2.4
Wii	1.4	Racing	1.3
Next generation platform <sup>1</sup>	0.4	Sports	0.7
Playstation2	0.1	Peripheral device	21.1
Others <sup>2</sup>	27.7	Others	40.0

<sup>1</sup>\*1 Next generation platform :platform which will be sold in aftertime.

<sup>2</sup>\*2 Others :Products which cannot be classified in the categories above (including goods like book, poster and T-shirt).

### Results of Business-Day Visitors Survey



For details, please contact:

## TOKYO GAME SHOW Overseas Management Office (OMO)

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