

TOKYO GAME SHOW 2023

“Official Influencer From Asia-Pacific”

Applications are now accepted from 12 countries and regions !

Influencers wanted to spread TGS information to Asia/Pacific

Computer Entertainment Supplier's Association (CESA, Chairman: Haruhiro Tsujimoto) is inviting applications for the first time for “Official Influencer From Asia-Pacific” to represent the Asia-Pacific region for the purpose of globally disseminating information on TOKYO GAME SHOW 2023, to be held from September 21 (Thursday) to 24 (Sunday) (co-organized by Nikkei Business Publications Inc. and Dentsu Inc.) Entries are being accepted from today via a dedicated web form. The deadline for entries is Friday, June 30 (Japan Standard Time/GMT +9).

※For more information: <https://events.nikkeibp.co.jp/tgs/2023/en/exhibitor/press/influencer/>

“Official Influencers From Asia-Pacific” are influencers based in the Philippines, Malaysia, Singapore, China, Korea, Taiwan, Thailand, Indonesia, Vietnam, Hong Kong, India, and Australia/New Zealand who are interested in TOKYO GAME SHOW and who are 18 years of age or older, and who are willing to actively disseminate information about TGS2023. Entry requirements include having at least 50,000 registered channels and followers on YouTube or Twitter.

If selected as an Official Influencer, you will be able to play the latest titles and enjoy talk shows featuring game voice actors and producers for four days from September 21 (Thu.) to 24 (Sun.) at the venue. (TGS Management Office will arrange a hotel near the TGS2023 venue. But selected Official Influencers will be responsible for your own transportation expenses from your country/region to the Makuhari Messe venue.) In addition, Official Influencer profiles will be posted on the official TGS2023 website with links to their SNS accounts, and posts by Official Influencers will be followed and retweeted by the official TGS SNS to help spread the word.

TOKYO GAME SHOW has grown to become Asia's leading global gaming event, with approximately half of the exhibitors coming from outside of Japan. Exhibitors and visitors come from all over the world, and information is disseminated from Japan to the rest of the world. TGS2023 will be the hub of the event, and we are looking forward to working with influencers from the Asia-Pacific region to make TGS2023 a great event.

Please pay attention to 「Official Influencer From Asia-Pacific」 and cooperate with the recruitment announcement.

■TGS2023 Call for 「Official Influencer From Asia-Pacific」

Recruitment : TGS2023 Official Influencer From Asia-Pacific
Activity Period : September 20, 2023 (Wednesday) through September 25 (Monday)
Location : TOKYO GAME SHOW 2023 Venue (Makuhari Messe, Chiba)
※Only those who can physically visit to Makuhari Messe (<https://www.m-messe.co.jp/>) .
Participation Fee : FREE
How to apply : Apply from the dedicated web entry form.
For more detail : <https://events.nikkeibp.co.jp/tgs/2023/en/exhibitor/press/influencer/>
Application Deadline : Friday, June 30, 2023 by 24:00* *JST (Japan Standard Time/GMT +9)
Selection : ONE influencer per country/region will be selected through a selection process by TOKYO GAME SHOW Management Office.

●Official Influencer Accreditation Requirements

- Influencers must be based in the Philippines, Malaysia, Singapore, China, Korea, Taiwan, Thailand, Indonesia, Vietnam, Hong Kong, India, Australia and New Zealand.
- Mainly video game play.
 - *No office affiliation is required.
 - *We are looking for influencers who are interested in TOKYO GAME SHOW even if they are not involved in live game productions, etc.
- Those who can work as publicity, not as a project.
 - *Please note that no rewards will be given for this project.
- Those who can actively disseminate information about TGS2023 before, during and after the show.
- Those who are able to enter Japan during the exhibition and visit the Makuhari Messe venue (VISA issuance support will be provided by TGS Management Office).
- Those whose coverage area of the distribution is their home country or includes their home country.
- 18 years old or older
 - *Please note that there is an age limit for admission to Business Day, so please be aware of the age of those accompanying with you.
- Guideline number of channel subscribers: 50,000 or more
 - *This is the standard number of subscribers to YouTube, Twitter, etc.
 - *No limit to the number of people who can accompany with you.

●Obligations at TGS2023

- Please feature at least one game from your country's exhibitor.
- Please release at least two videos of TGS contents.
- We may ask you to participate in the organizer's program during the exhibition.
- If you are selected as Official Influencer, please announce on SNS that you have been selected to participate.
- If you publish videos or other social networking information, please send it out with hashtag #TGS2023.
 - *Any social networking platform or video length is acceptable.
 - *We would like to get the information out to as many people as possible, so please help us out.

●Benefits

- TGS2023 Official Influencer from ■■■ Title
 - *■■■ is the name of the country.
 - *One influencer will be selected from one country/region.
- Admission will be available from Thursday, September 21.
 - *Special Badges will be issued.
- Access of an exclusive lounge for creators and influencers
- Four days of lodging expenses near the venue will be covered by TGS Management Office (Wednesday, September 20, IN - Sunday, September 25, OUT).
 - *TGS Management Office will cover the accommodation expenses for up to one accompanying person per influencer.
 - *TGS Management Office will provide up to two single rooms (maximum of two single rooms).
- VISA Documentation Support
 - *If you need a visa to enter Japan, TOKYO GAME SHOW Management Office will provide support for VISA issuance.
- TGS page introduction + YouTube and other links to the show on TGS Official Website.
- TGS2023 official goods set will be given as a present.
- Participation in International Party (Friday, September 22)
- TGS Management Office will follow and retweet your SNS.
- Information will also be provided on the Pre-event Special Program (official program in advance).

■TOKYO GAME SHOW 2023 Outline

Event Title: TOKYO GAME SHOW 2023

Organizer: Computer Entertainment Supplier's Association (CESA)

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

Dates & Times: September 21 (Thursday), 2023 Business Day 10:00 a.m. - 5:00 p.m.

September 22 (Friday), 2023 Business Day 10:00 a.m. - 5:00 p.m.

September 23 (Saturday), 2023 Public Day 10:00 a.m. - 5:00 p.m.

September 24 (Sunday), 2023 Public Day 10:00 a.m. - 5:00 p.m.

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

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

Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

Expected Number of Visitors: 200,000

Expected Number of Booths: 2,000

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