



# TOKYO GAME SHOW Digital World 2024

## Exhibit and Sponsorship Plans

February 2024

# TOKYO GAME SHOW Digital World 2024

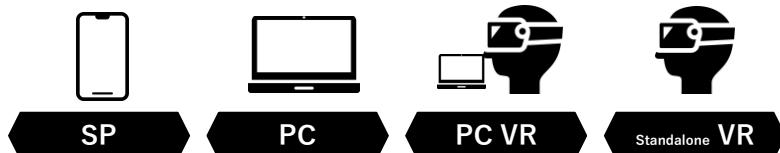
## TOKYO GAME SHOW VR (TGSVR) will be renamed TOKYO GAME SHOW Digital World

Last year's TOKYO GAME SHOW VR 2023 was successful as a virtual venue for the Tokyo Game Show, created in cooperation with many stakeholders.

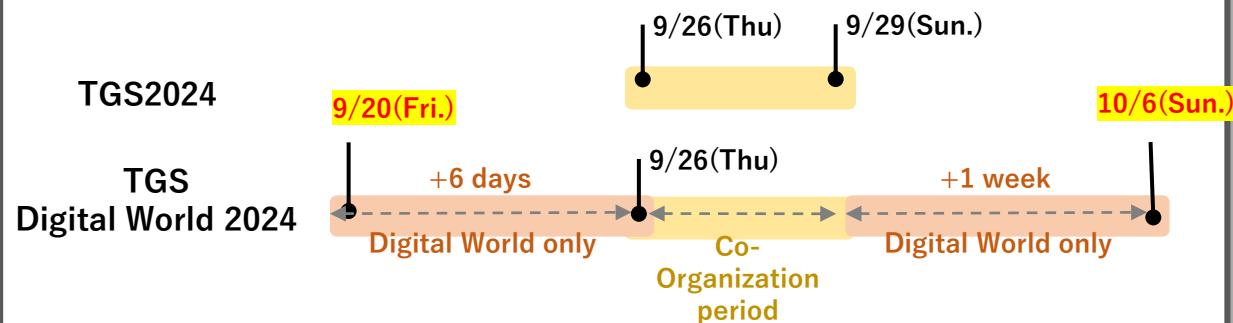
We hope you will consider exhibiting at TGS Digital World, as it will help exhibitors maximize their promotional activities.

### Change the name 『TOKYO GAME SHOW Digital World』

As a digital world that is a counterpart to the real venue at Makuhari Messe  
The name was changed to "TOKYO GAME SHOW Digital World".  
You can enjoy TGS with your devices, not only VR devices.



**Duration: September 20 – October 6**  
**Held prior to the opening of the real venue at Makuhari Messe**



# Benefits of TGS Digital World

We contribute to maximizing promotions through the creation of exhibits and experiences can only be offered with a virtual venue.

1

Creating original booths that can only be realized in virtual space and creation of experience content

3

Spreading the experience from the visitor's perspective, including posting images/videos on SNS and YouTube

2

Reach a wide range of game fans in Japan and abroad, including game fans who cannot come to the real venue

4

PR effects through media exposure can also be expected.  
(TGSVR2023 Total advertised value equivalent over 690 million yen)

TGSVR  
2023  
Results



Exhibitors and Sponsors	<b>33 companies</b>
Total number of visitors	<b>319,967 people</b>
average length of stay	<b>Approx. 48 min.</b>
Device Ratio	<b>VR 33.8%</b> <b>PC 41.2%</b> <b>SP 25.0%</b>

Online	Domestic and foreign total: More than 1,700 articles
Number of YouTube posts	Domestic and foreign total: More than 160 videos
Number of X Post	More than 37,000 postings

The total advertising value equivalent of gained media exposure was **over 690 million yen**

You can also visit the official website below for details about TGSVR2023.

▼TOKYO GAME SHOW VR official website▼

<https://tgsvr.com/>

\*The event has ended. Archived videos and images of the venue are available.

# TGS Digital World 2024 Plans

Exhibit plan	Contents	Number of boxes	Breakdown		Fee plan	Notes
			Exhibition fee	Production cost		
<b>Only for Game-related Companies, VR Platformers</b>			<p style="color: red;">*You provide us with 3D data from your company's game assets and we place them in the world or booth. Depending on the plan you choose, we will also convert data and respond to customization upon request.</p>			
<b>Platinum</b>	Production : Independent World Contents: 3D data installation + conversion	Assumed 1 company	JPY 5,000,000.	JPY 25,000,000.- and up	JPY 30,000,000.- and up	We produce an independent world that can be accessed directly from the entrance space.
<b>Gold</b>	Production : Booths in the exhibit area + mini-world Contents: 3D data installation + conversion	Assumed 3 companies	JPY 2,000,000.	JPY 6,000,000.- and up	JPY 8,000,000.- and up	Booths in the Exhibit Area and You can enter from there. Create dedicated scenes
<b>Silver</b>	Production : Booths in the exhibit area Contents: 3D data installation	Assumed 15 companies	JPY 1,000,000.	JPY 2,000,000.- and up	JPY 3,000,000.- and up	Produced according to the draft specifications Install 3D data
<b>Bronze</b>	Production : Booths in the exhibit area Contents: 2D data installation	Assumed 20 companies	JPY 500,000.	JPY 500,000.- and up	JPY 1,000,000.- and up	Logos, images, videos, etc. Installation of simple materials only
<b>for general corporate use only</b>						
<b>Premium</b>	Production : Independent World Contents: 3D data(original development)	Assumed 3 companies	JPY 5,000,000.	JPY 45,000,000.- and up	JPY 50,000,000.- and up	Original development is Amount to be determined according to the production
<b>Standard</b>	Production : Booths in the exhibit area Contents: 3D data(original development)	Assumed 15 companies	JPY 1,000,000.	JPY 14,000,000.- and up	JPY 15,000,000.- and up	In the exhibit area Create an original booth

## Supplementary information

\*The above menu is in the development stage. The contents may be subject to change.

\*If customization or original production work beyond what is expected (space planning, 3DCG data conversion support, CG production, etc.) is required, a separate production fee will be charged.

\* Exhibitors and sponsors are limited to companies and products that comply with CESA's Code of Ethics. (CESA Code of Ethics: <https://www.cesa.or.jp/guideline/ethics.html>)

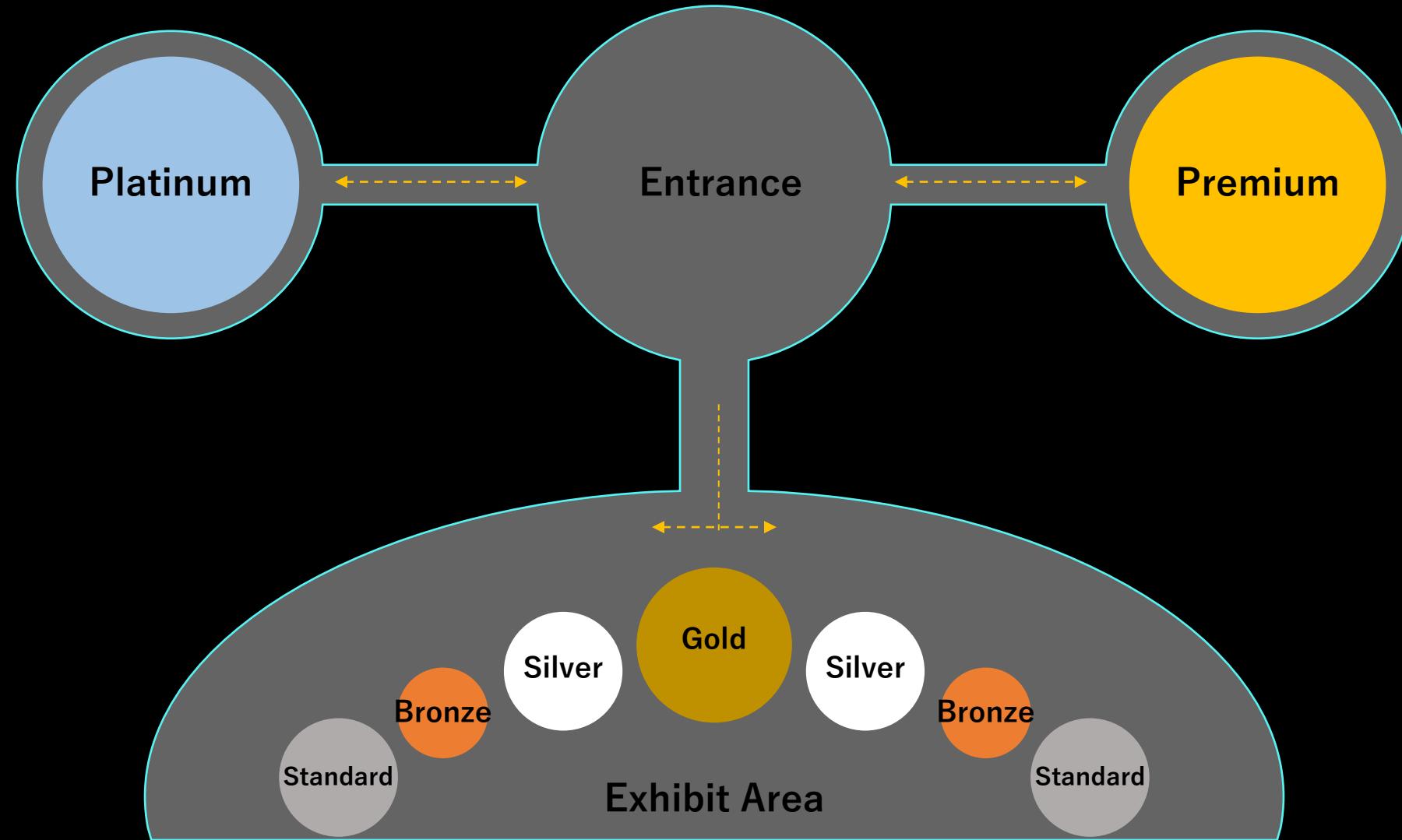
\* Entities and organizations exhibiting at TOKYO GAME SHOW DigitalWorld 2024 will be treated the same as online exhibitors in the "TOKYO GAME SHOW 2024 Exhibition Rules and Regulations.

# Images for each plan

The following images were created for illustrative purposes only.

Platinum exhibitors and premium sponsors create a separate space from the entrance.

The higher the plan in the exhibit area, the larger space can be produced along the user flow line.



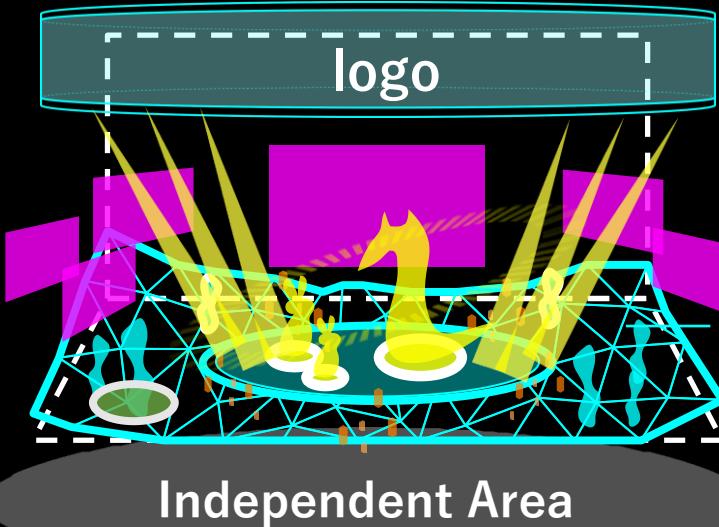
# Exhibit Patterns

The following images were created for illustrative purposes only.

Only for Game-related Companies, VR Platformers

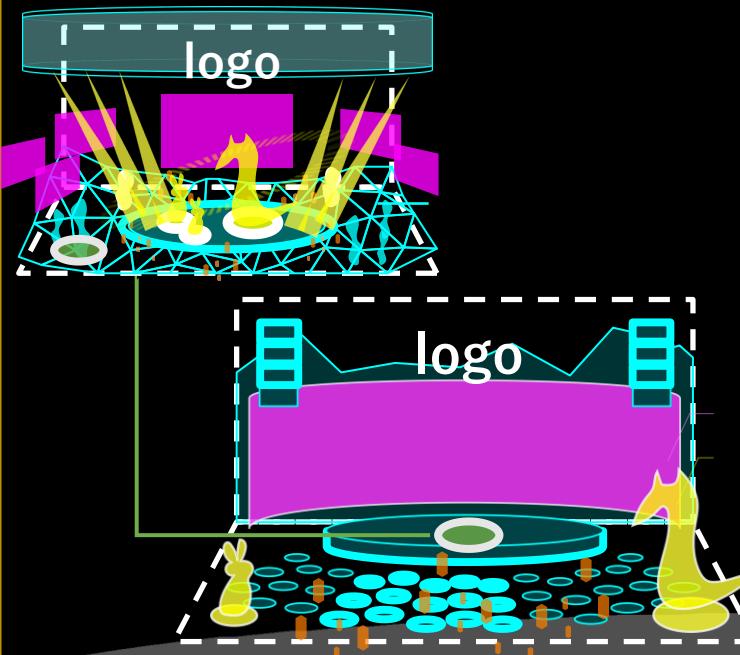
## Platinum

We produce an independent world that can be accessed directly from the entrance space.  
3D data provided by you is installed in the World.  
If necessary, we can convert the data and develop some of the original data.  
(Additional fees will be determined based on content)



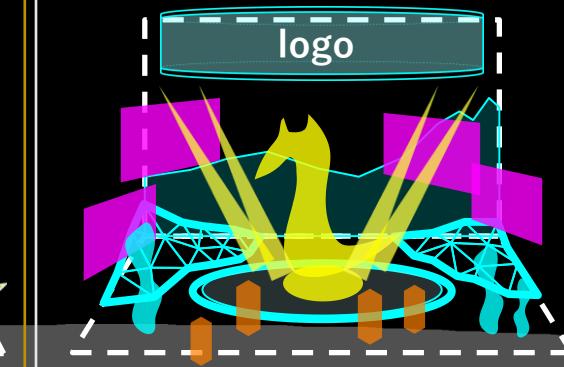
## Gold

We will create a booth in the exhibit area and a mini world that can be accessed from the booth.  
3D data provided by you is installed in the booth.  
If necessary, we can convert the data.  
(Additional fees will be determined based on content)



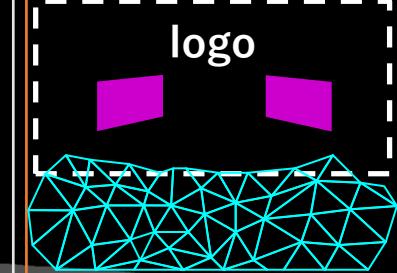
## Silver

We will create a booth in the exhibit area.  
3D data provided by you is installed in the booth.  
(\*It is necessary to prepare 3D data in accordance with the submission specifications.)



## Bronze

We will create a booth in the exhibit area.  
Logos, images, videos, etc. are expected to be installed.



# Sponsorship Patterns

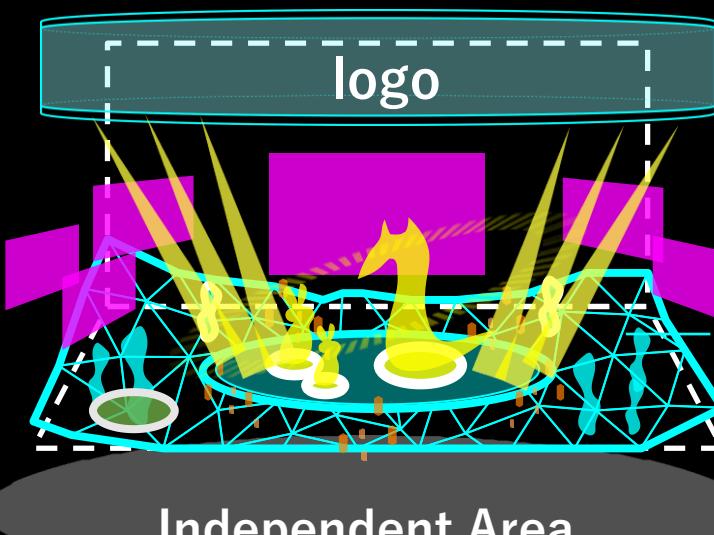
for general corporate use only

The following images were created for illustrative purposes only.

## Premium

We produce an independent world that can be accessed directly from the entrance space.  
We will propose world design and installation items according to your request.

(Additional fees will be determined based on content)

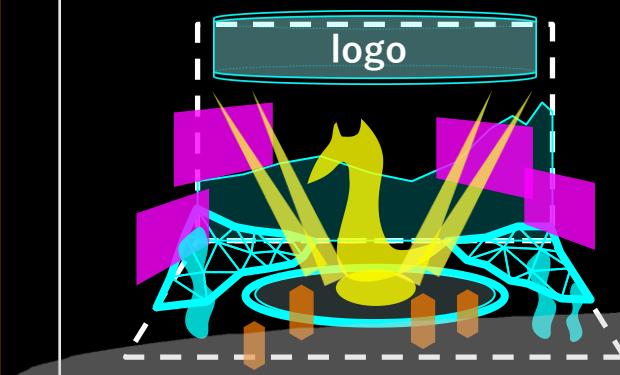


## Standard

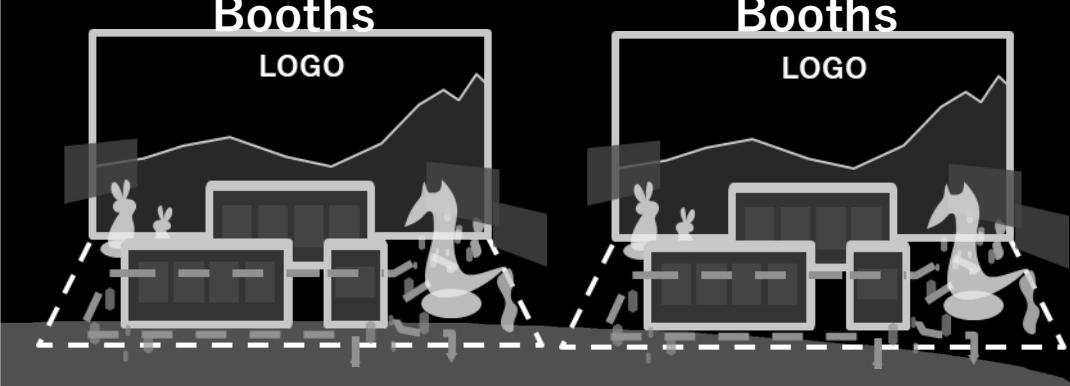
We will create a booth in the exhibit area.

We will propose world design and installation items according to your request.

(Additional fees will be determined based on content)

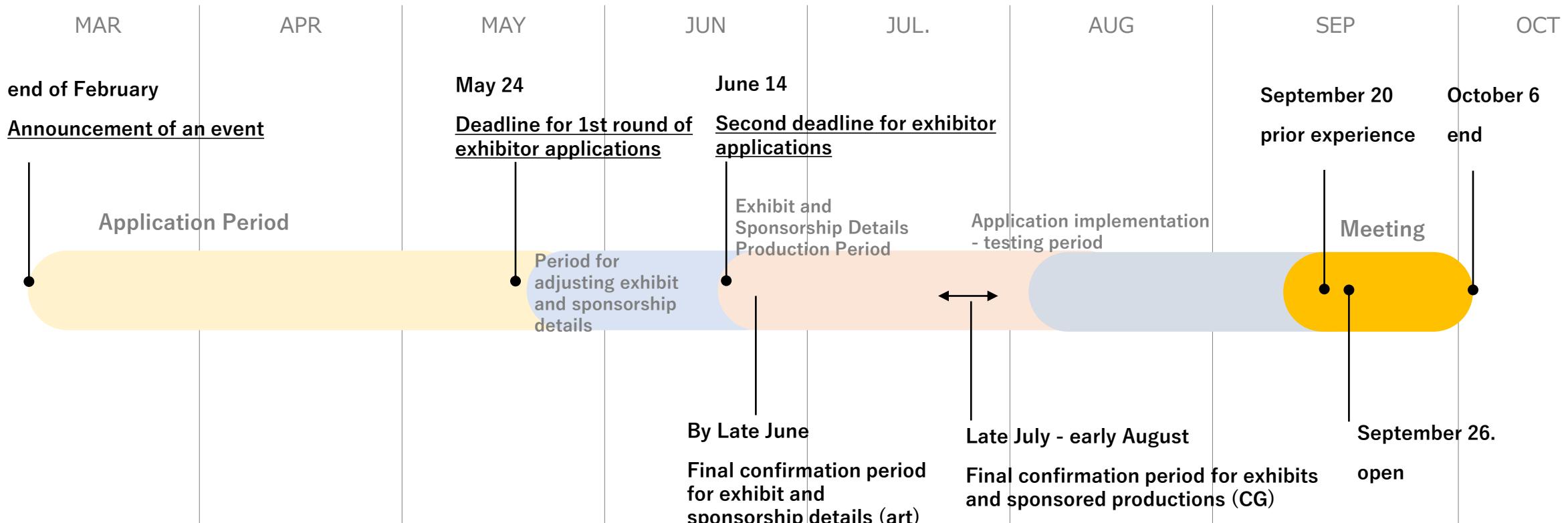


## Other Booths



# TGS Digital World 2024 Application and Implementation Schedule

\*Subject to change



If there are still spaces available for exhibitors and sponsors after the first round of applications and decisions, a second application period will be held to accommodate the remaining number of spaces.

\*The above schedule is subject to change

# Exhibit Terms and Conditions

Entities and organizations wishing to exhibit at TOKYO GAME SHOW 2024 shall apply to exhibit in accordance with the following "TOKYO GAME SHOW 2024 Exhibition Regulations" (hereinafter referred to as the "Regulations") and "TOKYO GAME SHOW VR 2024 Exhibition Regulations" (hereinafter referred to as the "Regulations"). Unless otherwise specified, these Rules and Regulations shall apply equally to the "Exhibition Guidelines" and various regulations, guidelines, and instructions separately stipulated by the Computer Entertainment Supplier's Association (hereinafter referred to as the "Organizer") and Nikkei BP, Inc. (hereinafter collectively referred to as the "Co-sponsors"). After receiving this application and confirming the details of the application, the Secretariat (hereinafter defined as the "Secretariat") will issue a "Notice of Acceptance of Application for Exhibit". The exhibitor agrees that this constitutes the conclusion of the exhibition contract.

## Tokyo Game Show 2024 Exhibition Rules and Regulations

[>>Tokyo Game Show 2024 Exhibition Rules and Regulations](#)

### TOKYO GAME SHOW Digital World 2024 Exhibition Regulations ①.

#### ■Application and Contract Periods

1. The company or organization wishing to exhibit (hereinafter referred to as "applicant") understands the purpose of the event and agrees to the terms and conditions of this agreement. (Hereafter, the company or organization that has accepted the application shall be referred to as the "Exhibitor").
2. If the secretariat deems it necessary to conduct an investigation to determine whether or not the application is acceptable, the prospective exhibitor shall cooperate in the display of materials and investigation, etc., in accordance with the instructions of the secretariat.
3. The final deadline for the submission of applications is June 14, 2024 (Friday). However, applications will be closed when the maximum number of exhibitors has been reached even before the deadline. Applications may be accepted after the final deadline for each plan if space is available.
4. The secretariat will not disclose the reason for the decision of exhibitors.
5. The contract period is from the date of acceptance of the application by the secretariat to the date of completion of the contents of the Exhibition Plan.
6. The secretariat reserves the right to change the contract period if it deems it necessary for the operation of this event. In such a case, the exhibitor must comply with the instructions.

#### ■Selection of Exhibit Space

The number of exhibitor slots for this event will be determined by the selection committee only when the number of applications exceeds the number of slots available. The order of priority is as follows

- Priority Order (1): Exhibitors who have exhibited at TGSVR2023
- Exhibitors who have exhibited at TGSVR2022 and TGSVR2021
- Priority Order (3): Other exhibitors

If the same conditions apply, priority will be given in the following order: "exhibitors with real exhibits in 2024 and the largest number of booths," "exhibitors who met the application deadline," and "CESA member companies. If the same conditions are still met, the exhibitors will be selected by lottery.

The date and time of the selection meeting are scheduled as follows

- First round of applications: Tuesday, May 28, 2024
- Second round of applications: June 18, 2024

# Exhibit Terms and Conditions

## TOKYO GAME SHOW Digital World 2024 Exhibition Regulations (2)

### ■ Exhibitor Responsibilities

1. Exhibitors shall exhibit at this event at their own risk, and shall bear full responsibility for any actions performed by them and the results thereof.
2. Exhibitors represent and warrant to the Organizer and the Secretariat that they own the rights to the Exhibitor's materials and that they do not infringe upon the rights of any third party.
3. Exhibitors are responsible for resolving any problems with users or other third parties arising from the contents of exhibitor's materials, publication, distribution, etc., at their own responsibility and expense, and the organizer and the secretariat will bear no responsibility whatsoever.
4. Exhibitors shall resolve any unauthorized use of the exhibitor's materials by users or other third parties, or any other infringement of rights to the exhibited materials, at their own responsibility and expense, and the organizer and the organizer's secretariat shall bear no responsibility whatsoever.
5. Exhibitors may only display content and exhibits that have been screened for CERO ratings or equivalent. The secretariat may restrict some of the exhibits or methods of presentation depending on the results of the screening.
6. The preparation and maintenance of computers, software, other equipment, communication lines and other communication environment necessary for exhibiting at this event shall be carried out at the exhibitor's expense and responsibility. The exhibitor shall take security measures to prevent computer virus infection, unauthorized access and information leakage at their own expense and responsibility according to their own usage environment.
7. The exhibitor shall manage the confidential information regarding this event, the organizer and the secretariat that has been disclosed in connection with the exhibition contract with the care of a good manager, and shall not use the confidential information for purposes other than fulfilling the exhibition contract, nor leak or display it to any third party.
8. Exhibitors are not allowed to assign or rent (regardless of whether or not there is a transfer or rental fee) any contractual status or rights arising from these terms and conditions or the exhibition contract to any third party without the prior written consent of the Management Office.

### ■ Exhibit Plan Specifications and Fees

The specifications of each exhibition plan may be added or changed by the secretariat as necessary.

The basic fee for each exhibition plan and the fees for customized production, etc. shall be determined by the secretariat based on the contents of the exhibition.

### ■ Payment of exhibitor's fee

1. After receiving the invoice issued by the Management Office, the exhibitor must transfer the total exhibition fee to the designated bank account of the Management Office by the payment deadline (in principle, one month after the date of application).
2. If the exhibitor fails to pay the exhibition fee as stipulated in the preceding clause, the exhibitor shall pay the Secretariat 14.6% per annum (calculated on a daily basis over 365 days).
3. The deadline for payment may be changed upon consultation between the Management Office and exhibitors.

### ■ Cancellation and Termination Fees

If an exhibitor wishes to cancel the exhibition contract, the exhibitor shall send a written notice of cancellation stating the exhibitor's name, the signature and seal of the representative, the name and contact details of the person in charge, the date of cancellation and the reason for cancellation to the Secretariat. The cancellation notice shall be sent to the applicant. The cancellation fee for each cancellation date will be as follows.

#### Cancellation Fee

From the date of application to June 14, 2024 (Friday): 50% of the exhibition fee

After June 14, 2024 (Friday): 100% of the exhibition fee

# Exhibit Terms and Conditions

## TOKYO GAME SHOW Digital World 2024 Exhibition Regulations (3)

### ■ Cancellation of Exhibit Agreement, etc.

1. The Management Office reserves the right to terminate the exhibition contract without notice if any of the following events occur.
  - (1) If the exhibitor fails to pay all or part of the exhibition fee after the payment deadline.
  - (2) If the exhibitor violates these terms and conditions
  - (3) In the event that an act is performed that brings this event, the organizer, or the secretariat into disrepute.
  - (4) In the event that the exhibitor does not follow the instructions of the organizer or the secretariat.
  - (5) In the event that the secretariat deems that the relationship of trust between the secretariat and exhibitors has been seriously damaged.
2. If the exhibition contract is cancelled in accordance with the preceding clause, the exhibitor shall not be entitled to receive a refund of the exhibitor's payment and shall not be entitled to make any claim for compensation for damages against the organizer or the organizer.
3. Exhibitors must immediately indemnify the Organizers and the Organizers' Association for any direct or indirect damages (including legal fees) resulting from a breach of these terms and conditions or from the conduct of the exhibitor at this event.

### ■ Postponement, change of the event period, or cancellation of the event due to force majeure, etc.

If it is deemed difficult to hold the event for any of the reasons listed below, the organizer and secretariat reserve the right to postpone, reschedule, or cancel the event. In the event of cancellation, the exhibitor's fee will be refunded to the exhibitor after deducting necessary expenses such as cancellation fee and expenses related to the production until the decision to cancel the event. The organizer and the secretariat will not be liable to the exhibitor for any damage incurred by the exhibitor due to the postponement, change of dates, or cancellation of the event for any of the reasons listed below, except for the refund of the exhibitor's fee as described above.

- (1) When it is necessary to urgently inspect the computer system related to this event
- (2) When computers or communication lines have stopped due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms, fires, tsunamis, floods, landslides, lightning, explosions, fires, etc.)
- (4) Social disorder (including war, terrorism, hostilities, civil strife, riots, civil commotion, etc.)
- (5) Acts of public authority (enactment, amendment or repeal of laws and regulations, intervention by government agencies, administrative orders, trade embargoes, etc.)  
(including)
- (6) Spread of infectious and contagious diseases (including various bacteria and viruses)
- (7) At foot, at foot of materials and resources (at foot of electricity, gas, and water supply, at foot of oil, at foot of raw materials and materials, etc.)  
(including)
- (8) Labor disputes (including strikes, sabotage, lockouts, etc.)
- (9) Non-performance of important customers (including bankruptcy or insolvency of management company)
- (10) Other reasons not attributable to the organizer and the secretariat in addition to the preceding items.

# Exhibit Terms and Conditions

## TOKYO GAME SHOW Digital World 2024 Exhibition Regulations④.

### ■Prohibited items

1. Exhibitors shall not engage in any of the following acts in connection with this event.
  - (1) Any act that violates laws and regulations or is related to criminal acts.
  - (2) Any act that infringes on the intellectual property rights, portrait rights, privacy rights, honor, or other rights or interests of the organizer, the secretariat, other exhibitors, users participating in the event, or other third parties (including disassembling, decompiling, reverse engineering, or any other act that directly or indirectly causes such infringement) (2) The company shall not be liable for any damages arising out of the use of the software.
  - (3) Acts that offend public order and morals
  - (4) Transmission of information that the organizer or the secretariat determines falls under or corresponds to any of the following
  - (5) Transmitting information that contains computer viruses or other harmful computer programs.

Information that contains excessive violent or cruel expressions  
Information that contains excessively obscene expressions  
Information that contains expressions that promote discrimination.  
Information that promotes self-harm or self-injurious acts.  
Information that promotes the inappropriate use of drugs  
Information that includes expressions that are antisocial.  
Information that includes expressions that may cause discomfort to others.

(5) Any act that may cause damage to or interfere with the use or operation of the communication facilities, computers, or other equipment and software of the organizer or the secretariat, or any other act that may interfere with the operation of this event.

(6) Other acts that the organizer or the secretariat deems inappropriate.
2. If the Organizer or the Management Office determines that the Exhibitor has performed or is likely to perform any of the acts described in the preceding paragraph, the Management Office may instruct the Exhibitor to stop or change the posting or distribution of the Exhibitor's materials, and the Exhibitor shall comply with the request at its own responsibility and expense. In this case, the exhibitor's payment will not be refunded and the organizer and the secretariat will not be liable for any damage caused by the payment.

### ■Disclaimer

1. The Organizer and the Management Office shall not be liable to compensate for any damages incurred by exhibitors or prospective exhibitors due to default by the Organizer or the Management Office or due to any illegal act by the Organizer or the Management Office beyond the amount of the exhibition fee paid by the exhibitors or prospective exhibitors to the Organizer or the Management Office, nor shall they be liable for incidental damages, indirect damages, special damages, future damages and lost profits. The organizer shall not be liable for any incidental, indirect, special, future or lost profit damages.
2. Notwithstanding the preceding clause, the Organizer and the Secretariat shall not be liable to compensate for damages incurred by exhibitors or prospective exhibitors, except in cases of willful misconduct or gross negligence, if the Organizer and the Secretariat are exempted from liability under other provisions of these Terms and Conditions.

# Exhibit Terms and Conditions

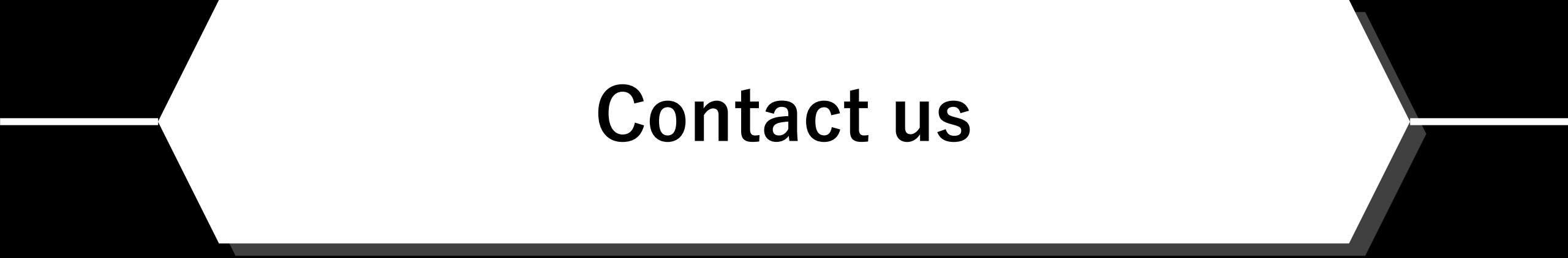
## TOKYO GAME SHOW Digital World 2024 Exhibition Regulations⑤)

### ■Handling of personal information

1. Exhibitors shall comply with all applicable laws and regulations when collecting personal information through the Event. In particular, Exhibitors shall obtain the consent of the relevant person(s) before providing any Personal Information to any third party. If any dispute arises between the exhibitor and the person(s) whose personal information is provided through this event, the exhibitor shall be responsible for resolving the dispute at his/her own expense and the organizer and the secretariat shall not be liable for any damage caused.
2. The secretariat may use the exhibitors' personal information to exchange information necessary for the organization and operation of the event. Please refer to the website ([https://www.dentsu.co.jp/terms/privacy\\_policy.html](https://www.dentsu.co.jp/terms/privacy_policy.html)) for information on the handling of personal information by the secretariat.

### ■Changes, additions, etc. to these Rules

If there are any matters not stipulated in these regulations or if there are any questions regarding their interpretation, the organizer, the secretariat and exhibitors shall attempt to resolve such matters in good faith. If no resolution is reached despite discussions between the two parties, exhibitors shall abide by the final decision of the organizer and the Management Office. The Organizer and the Secretariat reserve the right to revise or amend these rules and regulations as they deem necessary. The organizer and the secretariat reserve the right to establish and revise various regulations in order to ensure the smooth operation of the event.



**Contact us**

**For inquiries, please contact**

**Dentsu Tokyo Game Show Secretariat**

E-mail: [tgsdw@dentsu-eo.co.jp](mailto:tgsdw@dentsu-eo.co.jp)

**supplementary information**

- Please fill out a separate **application** form when applying to exhibit.

**END**