



2015.9

17(Thu)

18(Fri)

Business Day

19(Sat)

20(Sun)

Public Day

## TOKYO GAME SHOW 2015

Period: **Business Day: September 17(Thu) & 18(Fri) 10:00-17:00**

**Public Day: September 19(Sat) & 20(Sun) 10:00-17:00**

Venue: **Makuhari Messe** [Chiba, Japan]

Organizer: Computer Entertainment Supplier's Association [CESA]

Co-Organizer: Nikkei Business Publications, Inc.

Supporter: Ministry of Economy, Trade and Industry (Tentative)

Expected Number of Visitors: 220,000    Expected Number of Booths: 1,600

<http://tgs.cesa.or.jp/en/>



日経BP社  
Nikkei Business Publications, Inc.

## Booth Fee

(Tax included) Note: 8% Japanese consumption tax will be applied.

**S** Space Only (3x3m)

**JPY378,000**

Except for \*Asia New Stars Area\*, \*Business Meeting Area\*, \*Merchandise Sales Area\* and \*Indie Game Area\*

### Space and Shell Scheme

**P** Package Booth (3x3m)

**JPY486,000**

**TA**

Turnkey Booth A (2x2.5m)

**JPY216,000**

**TB**

Turnkey Booth B (2x2m)

**JPY216,000**

**TC**

Turnkey Booth C (2x2m)

**JPY216,000**

#### Note:

Turnkey booth type differs depending on the exhibit area.

For package booth details, please refer to "Rental Shell Scheme."

## Exhibit Area

### 4-Day Exhibit

#### ■ General Exhibition Area

This is the exhibition area for digital entertainment products and services.

**S P TA**



#### ■ Romance Simulation Game Area

This specialized area exhibits romance simulation games that target young female users.

**S P TB**



#### ■ Game Device Area

This is the exhibition area for game devices for home-use game consoles, portable game consoles and PC games including controllers, keyboards, mouses, and headphones.

**S P TB**



#### ■ Game School Area

Professional schools, universities, distance-learning services will gather here for future creators.

**S P TA**



#### ■ Smartphone Game Area / Social Game Area

This exhibition area focuses on games for smart devices (such as iPhones, Androids, Windows Phones, and various tablets) and social games for portable devices.

**S P TB**



### 2-Day Exhibit (Public Day)

#### ■ Cyber Games Asia Area

This area exhibits PC games, PCs and peripherals, etc. in close proximity to the site of the international e-sports competition focusing on computer games, "Cyber Games Asia."



\*No merchandise sales allowed for Turnkey booth.

\*\*Unit price of merchandise products is limited to JPY 30,000 max (incl. tax).

**S P TC**

#### ■ Cosplay Area

This area exhibits cosplay-related products. Cosplay products may be displayed and sold to cosplayers and cosplay fans. In addition to booths, background panels for cosplay shooting are available for rental.



\*No merchandise sales allowed for Turnkey booths.

\*\*Unit price of merchandise products is limited to JPY 30,000 max (incl. tax)

**S P TB**

"Photo session back panel" JPY108,000  
(Width 2m X Height 2.4m)

\*For more details, please refer to "TOKYO GAME SHOW 2015 AD Menu."

### 2-Day Exhibit (Public Day) or 4-Day Exhibit

#### ■ Merchandise Sales Area

This is the special area for sales of game-related goods such as music CDs, DVDs, books, and magazines.

**Space Only (3x3m) JPY432,000**

**Package Booth (3x3m) JPY540,000**

\*Unit price of merchandise products is limited to JPY 30,000 max (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.



#### ■ Indie Game Area

This area gives game developers the opportunity to exhibit games for every platform at an affordable exhibition fee for the objective of generating new trends in the computer entertainment industry.

**TYPE A Special Booth (1x1m)**

**4-Day Exhibit**

**JPY99,900**

**2-Day Exhibit (Public Day)** **JPY32,400**

\*TYPE A Special Booth exhibitors will be selected after screening. \*Please refer to the official website for eligibility and application procedure.

\*Please refer to the official website for details of special booth equipment.



**TYPE B Special Booth (Width 2m X Depth 1m)**

**4-Day Exhibit**

**JPY216,000**

\*A limited number of Type B Special Booths will be offered without screening on a first-come, first-serve basis. \*Type B is only available to corporations.

\*Please refer to the official website for details of special booth equipment.

# B2B PROGRAM

Menu for business purpose exhibitors

## Business Solution Area

Game-related B to B companies are featured in this area. Various products and services such as development tools, middleware, support services for online games, license businesses and human resources are showcased. Through the TGS Forum Sponsorship Session (option), synergistic effects can be expected.

### 2-Day Exhibit (Business Day) or 4-Day Exhibit

**S** Space Only (3x3m)

**JPY378,000**

**P** Package Booth (3x3m)

**JPY486,000**

\*Please refer to "Rental Shell Scheme" for more details.

### 2-Day Exhibit (Business Day) or 4-Day Exhibit

### 2-Day Exhibit (Business Day)

**TC Turnkey Booth C (2x2m)**

**JPY216,000**

\*Maximum 3 booths per company

\*Please refer to "Rental Shell Scheme" for more details.

## Cloud / Data Center Pavilion

This pavilion is set up inside the Business Solution Area to showcase cloud computing / DB services that support the social game and network game infrastructure.



\*The same exhibit fees and regulations as the Business Solution Area apply here.

## Asia New Stars Area

### 2-Day Exhibit (Business Day)

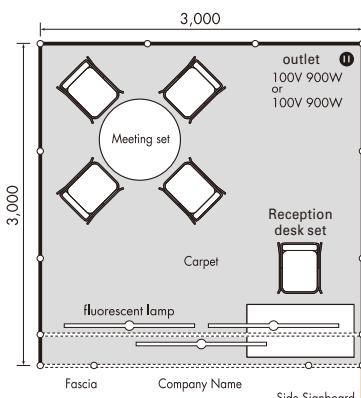
This is the exhibition area targeting emerging Asian companies. The concept is to introduce local "new stellar companies," such as promising game venture companies to the game industry in Japan and the rest of the world.

\*Package Booth Only

**P** Package Booth (3x3m)

**JPY486,000**

\*Max 3 booths per company



## Business Meeting Area

### 2-Day Exhibit (Business Day)

This meeting area allows for meaningful business discussions in a quiet, calm atmosphere during Business Day. In addition to traditional room-type booths, basic tables are now available at lower fees.

\*Free interpretation service (English, Chinese, Korean)

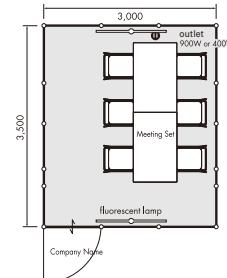


### Meeting Room Booth

**1-Booth Meeting Room (3x3.5m) JPY486,000**

Discount price for exhibitors with booth(s) in other areas.

**JPY378,000**

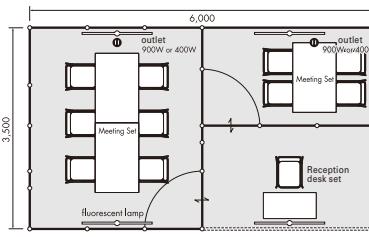


|   |
|---|
| ★Items  |
| 1 System wall (4 walls/ white)  |
| 2 Company name plate  |
| 3 Fluorescent lamp (32W x 2 lamps)  |
| 4 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W |
| 5 Electrical power supply 100V 1KW or Energy saving pack 100V 500W per booth          |
| 6 Meeting set (2 tables & 6 chairs)   |

**2-Booth Meeting Room (6x3.5m) JPY864,000**

Discount price for exhibitors with booth(s) in other areas.

**JPY702,000**



|   |
|---|
| ★Items  |
| 1 System wall (4 walls/ white)  |
| 2 Company name plate  |
| 3 Fluorescent lamp (32W x 4 lamps)  |
| 4 Electrical outlet (two-socket outlet x 2) 100V 900W or Energy saving pack 100V 400W |
| 5 Electrical power supply 100V 2KW or Energy saving pack 100V 1KW per booth           |
| 6 Meeting set (2 tables & 6 chairs, 1 table & 4 chairs)                               |
| 7 Reception desk set  |

### Basic Table Space

### Basic Table Space

**JPY97,200**



|  |
|--|
| ★Items   |
| 1 Company name plate   |
| 2 Electrical outlet (two-socket outlet x 1) 100V 300W or no required |
| 3 Meeting set (1table & 4 chairs)                                    |

\*Please ask the OMO if you exhibit 4 or more table spaces.

A great opportunity for your promotion on Business Day

# TGS Forum Sponsorship Session

Application deadline:  
June 5 (Fri), 2015

TGS Forum 2015, a conference which focuses on the latest trends in the game industry, will be held for professionals on Business Day. TGS offers 2 types of sponsorship sessions for exhibitors: "TGS Forum Sponsorship Session" (60 min.) and "TGS Forum Sponsorship Session Light" (30 min.). These sessions offer the best opportunities to promote your products and services as official programs of TGS.

Fee **JPY972,000**

Date: September 18 (Fri), 2015 / Capacity: 140 (tentative) / Time: 60 minutes

Equipment: projector, screen and microphones / Registration: Pre-register online through the TGS official website.

Services:

1. Announcement and visitor recruitment (Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum program
3. Handle registration (pre-registration and on-site), issue forum tickets
4. Provide list of attendees\*
5. Issue forum invitation tickets (O/D)
6. TGS 2014 Business Day invitation tickets (100 sets)
7. Advertisement in TGS 2014 Official Guidebook (full color, 1 page)

\*Attendees' list is strictly confidential. Adherence to organizer's privacy policy is required.



## TGS Forum Sponsorship Session "Light"

Fee **JPY324,000**

Date: September 18 (Fri), 2015 / Capacity: 50 (tentative) / Time: 30 minutes

Equipment: projector, screen and microphones / Registration: Pre-register online through the TGS official website.

Services:

1. Announcement and visitor recruitment (Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum program
3. Handle registration (pre-registration and on-site), issue forum tickets
4. Provide list of attendees\*

\*Attendees' list is strictly confidential. Adherence to organizer's privacy policy is required.

## Overseas Exhibitors' Services

### TGS Business Matching System "Asia Business Gateway" **Free**

The Asia Business Gateway, the system that connects exhibitors with Business Day visitors or other exhibitors, is available. Via PCs or smartphones, business partners can be looked up, appointments can be made, business meetings can be arranged, and free-of-charge meeting space can be reserved. The system is available both in Japanese or in English.

System Flow



### Exhibitor's Meeting Space in the Business Meeting Area **Free**

All exhibitors can use this space located at International Conference Halls.

Reservations can be made online in advance or on-site.

### Business Matching Coordinators in the Business Meeting Area **Free**

TOKYO GAME SHOW augments its matchmaking and coordination functions by placing Business Matching Coordinators in the Business Meeting Area. These coordinators assist exhibitors and trade visitors with appointments and consultation, and help arrange ideal match-ups in the Business Meeting Area.

## Organizer's Projects for Exhibitors

### ■ Cyber Games Asia 2015 **Free**

TOKYO GAME SHOW 2015 will be hosting this event to attract visitors from Asia and to strengthen information dissemination towards Asia. Cyber Games Asia, is a competition envisioned to become the leading e-Sports gaming event in the region. Top gamers from Asian region will battle before crowds of thousands at the event.

### ■ International Networking Party **Free**

On the second Business Day, on the evening of September 18, the International Networking Party will focus on overseas exhibitors and visitors from around the world for the exclusive purpose of business exchanges and networking.

### ■ SENSE OF WONDER NIGHT (SOWN) 2015 **Free**

This event spotlights game developers whose wellspring of ideas create wonder in the world through games that boggle the senses. SENSE OF WONDER NIGHT 2015 introduces these amazing game developers from around world.

# Rental Shell Scheme

The "Energy-Saving Package" has been provided for the Shell Schemes below.  
Please contact OMO for more details.

## P Package Booth (3x3m)

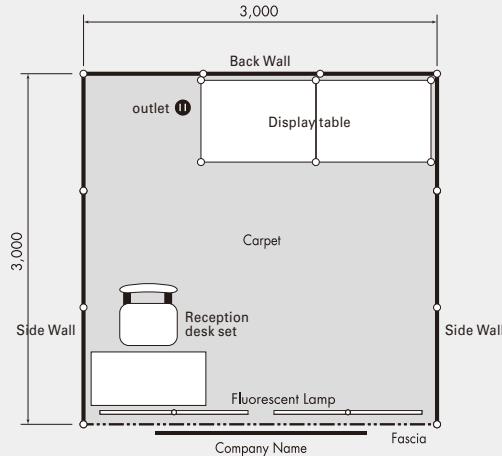
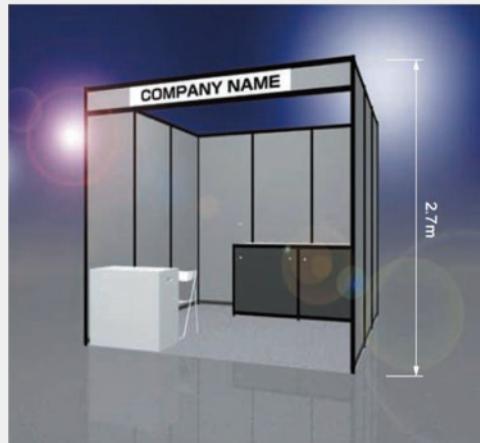
\*Exhibitors can choose the colors of the Fascia, carpet and company plate from the options below.

Blue

Green

Gray

Red



**★Inclusive Items**

|   |   |
|---|---|
| 1 | <b>System wall</b><br>(side & back walls)   |
| 2 | <b>Fascia</b> (H 300mm)   |
| 3 | <b>Punch carpet</b>   |
| 4 | <b>Company name plate</b><br>(W1800 x H200)   |
| 5 | <b>Fluorescent lamp</b><br>(32W x 2 lamps)  |
| 6 | <b>Electrical outlet</b> (two-socket outlet x 1)<br>100V 900W or Energy saving pack 100V 400W |
| 7 | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W                    |
| 8 | <b>Reception desk set</b>   |
| 9 | <b>Display table with storage</b>   |

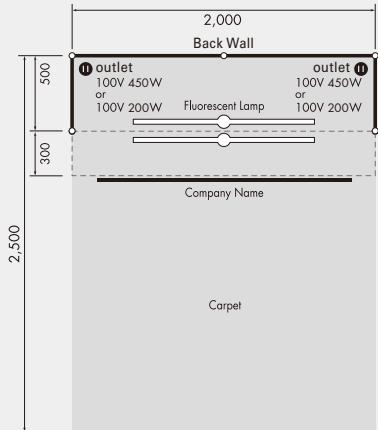
## Turnkey Booth

\*Max 3 booths per exhibitor

### TA Turnkey Booth A (2x2.5m)

- General Exhibition Area
- Game School Area

\*The white tables are NOT included in the Turnkey Booth A.

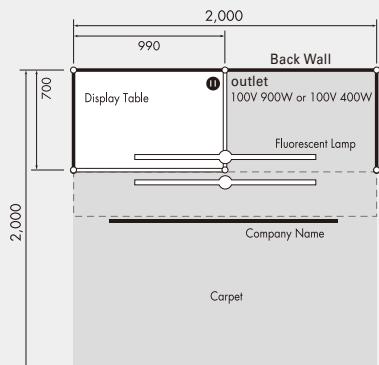


**★Inclusive Items**

|   |   |
|---|---|
| 1 | <b>System wall</b><br>(side & back walls)   |
| 2 | <b>Punch carpet</b>   |
| 3 | <b>Company name plate</b><br>(W1940 x H200)   |
| 4 | <b>Fluorescent lamp</b><br>(32W x 2 lamps)  |
| 5 | <b>Electrical outlet</b> (two-socket outlet x 2)<br>100V 900W or Energy saving pack 100V 400W |
| 6 | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W                    |

### TB Turnkey Booth B (2x2m)

- Cosplay Area
- Game Device Area
- Romance Simulation Game Area
- Smartphone Game Area / Social Game Area

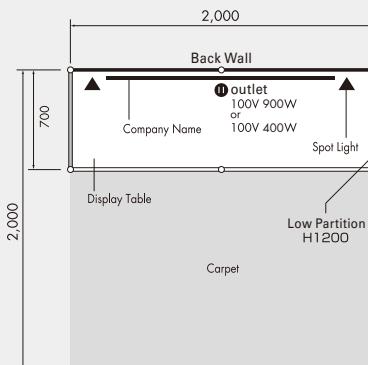
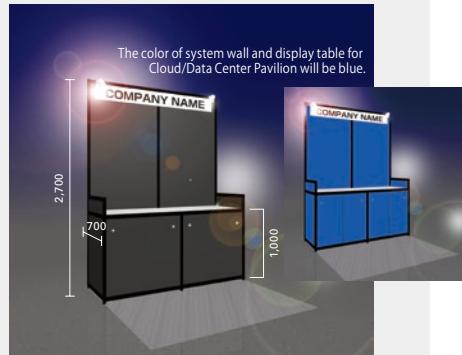


**★Inclusive Items**

|   |   |
|---|---|
| 1 | <b>System wall</b><br>(side & back walls/gray)  |
| 2 | <b>Punch carpet</b>   |
| 3 | <b>Company name plate</b><br>(W1800 x H200)   |
| 4 | <b>Fluorescent lamp</b><br>(32W x 2 lamps)  |
| 5 | <b>Electrical outlet</b> (two-socket outlet x 2)<br>100V 900W or Energy saving pack 100V 400W |
| 6 | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W                    |
| 7 | <b>Display table with storage</b><br>(W930 x D700 x H1000/black)                              |

### TC Turnkey Booth C (2x2m)

- Business Solution Area
- Cloud / Data Center Pavilion
- Cyber Games Asia Area



**★Inclusive Items**

|   |   |
|---|---|
| 1 | <b>System wall</b><br>(low partition & back wall)   |
| 2 | <b>Punch carpet</b>   |
| 3 | <b>Company name plate</b><br>(W1800 x H200)   |
| 4 | <b>LED Spotlight</b><br>(15W x 2)   |
| 5 | <b>Electrical outlet</b> (two-socket outlet x 2)<br>100V 900W or Energy saving pack 100V 400W |
| 6 | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W                    |
| 7 | <b>Display table with storage</b><br>(W1930 x D700 x H1000/black)                             |

## TGS 2014 in Number

### ■ Venue: Makuhari Messe

Exhibition Halls 1-9 (exhibit area : about 63,000 sqm), International Conference Hall and Event Hall

### ■ Number of exhibitors: 421 (162 from overseas)

### ■ Number of booths: 1,715

### ■ Display gaming titles: 1,363

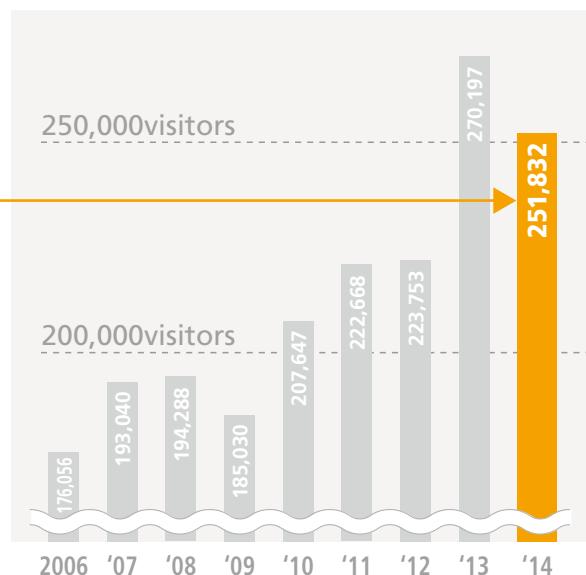
### ■ Number of visitors: Sep. 18 (Thu) 27,786

Sep. 19 (Fri) 28,647

Sep. 20 (Sat) 92,308

Sep. 21 (Sun) 103,091

**Total 251,832**



### ■ The Number of Media & Reporter

| Media Category                     | Media        | Reporters    |
|------------------------------------|--------------|--------------|
| Web                                | 652          | 1,769        |
| Newspaper                          | 61           | 97           |
| News Agency                        | 19           | 34           |
| TV(Satelite TV/ CATV)              | 39           | 88           |
| TV(Terrestrial)                    | 93           | 403          |
| Editor / Freelance Writer / Others | 54           | 107          |
| Radio                              | 37           | 73           |
| Magazine                           | 306          | 936          |
| Overseas Media                     | 630          | 1,293        |
| <b>Total</b>                       | <b>1,891</b> | <b>4,800</b> |

### ■ The Number of Overseas Media

| Country / Region        | Media | Reporters |
|-------------------------|-------|-----------|
| Overseas Media in Japan | 75    | 99        |
| United States           | 65    | 158       |
| China                   | 56    | 242       |
| Taiwan                  | 51    | 87        |
| Hong Kong               | 48    | 66        |
| France                  | 39    | 90        |
| Spain                   | 31    | 48        |
| United Kingdom          | 29    | 47        |
| Italy                   | 27    | 44        |
| Germany                 | 23    | 39        |

## Application Procedure to Exhibit

### ● Application and Payment

1. Please fax or e-mail the application form to TGS Overseas Management Office (OMO).
2. Upon receipt, the OMO will issue an invoice for the exhibition fee.
3. Payment in full is due within three weeks after the issuance of the invoice.
4. Your application may be cancelled if payment is not received by OMO by the due date.

### ● Cancellation

If an exhibitor cancels an application for any reason, or reduces the number of booths reserved, the following cancellation fee will be assessed depending on the date of cancellation.

**From May 30 to June 22, 2015: 50% of Exhibition fee**

**After June 23, 2015: 100% of Exhibition fee**

## Schedule

May 29(Fri), 2015

June 23(Tue), 2015

July 1(Wed), 2015

July 31(Thu), 2015

• Application Deadline

• Booth Location Meeting  
\*For exhibitors who apply for 40 or more booths

• Exhibitor Briefing/  
Booth Location Meeting  
\*For exhibitors with fewer than 40 booths

• Closing Date for  
Booth Fee Payment

Periods for Submission of Exhibitor Documents

Cancellation Fee:  
50% of Exhibition Fee

Cancellation Fee:  
100% of Exhibition Fee

<http://tgs.cesa.or.jp/en/>

■ For further information, please contact:

**TOKYO GAME SHOW Overseas Management Office (OMO)**

c/o Space Media Japan Co., Ltd. 5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Email: [tgs@smj.co.jp](mailto:tgs@smj.co.jp) Phone: +81-3-3512-5670 Fax: +81-3-3512-5680

