

# Gateway to Asia

TOKYO GAME SHOW

September 20-23

2012

TOKYO GAME SHOW 2012

Period: **2012** Business Day: **Sep.20[Thu]-21[Fri]**  
Public Day: **Sep.22[Sat]-23[Sun]**

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

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

Organizer: Computer Entertainment Supplier's Association (CESA)



Co-Organizer: Nikkei Business Publications, Inc.

# Console × Smartphone × PC × SNS × Asia

## Tokyo Game Show is always in the focal point for new trends!

Tokyo Game Show 2012 will boost its functions further for the achievement of the medium-term vision "Asia's No.1 Game Show". In 2011, 193 companies both inside and outside Japan joined TGS 2011, whose venue was filled with 1,250 booths. On the opening day of the Business Day, the Asia Game Business Summit, an event organized by five major game companies in Asia, as well as three keynote forums, was hosted. This event grabbed the headlines around the world, not to mention the attention of visitors. Also, the deployment of the business matching system and meeting spaces as measures to enhance business functions won a high mark from the participant companies and visitors.

### Main initiatives of Business Days boosted in TGS 2011

#### [Expansion of Business Functions]

The Business Matching System was offered for free, the system that allowed the participant companies at home and abroad and Business Day visitors to register in the system and to make an appointment for business talk. In 2011, 323 companies (including 122 overseas companies) registered in the system, and the number of appointments made reached 3261.

Eventually, 235 business meetings were actually realized, and the almost half, 117 business meetings, were between Japanese companies and overseas countries.

#### [Collaboration with Media]

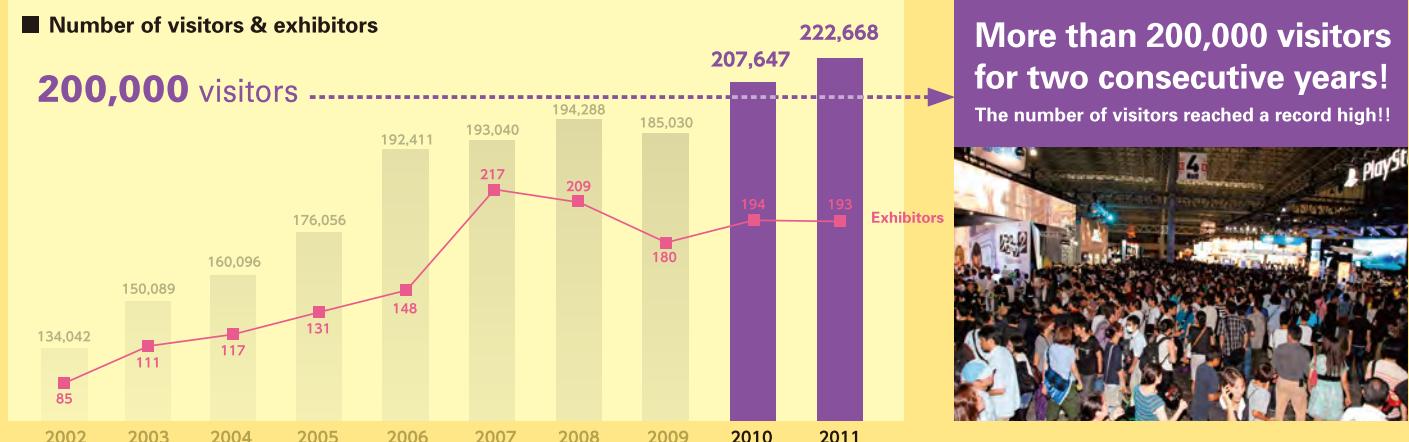
For the boost of tie-up with the media, the Media Partner system was fortified. In 2011, with new tie-up with Hong Kong' Game Weekly and PC Market, the Media Partners were extended to include five nations and regions: Japan, South Korea, Taiwan, China and Hong Kong.

#### [Globalization]

The Asia Game Business Summit was held, whereby the management of five major game companies in Japan, South Korea, Taiwan, and China were invited. This conference grabbed the headlines around the world.

During Public Day, an event featuring Asian stellar cosplayers "Cosplay Collection Night @ TGS presented by Cure," and other partner events as in the previous year were hosted. Inside the venue, exhibition events were offered to communicate information to a wider range of user populations, such as organizer's exhibition featuring new-model smartphones "Smartphone Special Area," and a PC online gaming event "Gaming PC World".

In addition, popular events were also offered in TGS 2011, including a game developer's competition "Sense of Wonder Night 2011," and stage shows. As a result, the number of visitors reached 222,668 in total, a record high. TGS saw more than 200,000 visitors in total for two consecutive years.



### 4 Points further boosted in TGS 2012

#### [More BtoB Function]

##### 1 Asia Business Gateway

This is no-charged business matching system that facilitates business meeting between Business Day visitors and participant companies during TGS. Via PCs or smartphones, business partners can be searched, an appointment can be made, the setting of business talk can be communicated, and a no-charged meeting space can be reserved.

#### [More BtoC Function]

##### 2 TGS Official Channel

The channel for the distribution of official videos is set up so that fans around the world who cannot make it to visit TGS 2012 can share the joy of TGS as much as possible. Keynotes and scenes inside the venue can be actually viewed.

#### [More Information]

##### 3 Pre-event with Media Partner

It is planned that pre-events tied up with Asian media partners will be hosted so that people in Asian regions can get familiar with TGS. Through cosplays or game competitions, the joy of TGS can be experienced.

#### [More International]

##### 4 Asia New Stars Area

This is the exhibition area that introduces Asian promising venture companies, tool development companies, etc to Japanese gaming companies. The outline of participant companies, etc, will be elucidated by local media partners.

## New TGS Business Matching System "Asia Business Gateway"

The Asia Business Gateway, the system that connects participant companies with Business Day visitors or other exhibitors, is available. Via PCs or smartphones, business partners can be searched, an appointment can be made, the setting of business talk can be communicated, and a no-charged meeting space can be reserved. The system can be used in Japanese or in English for free.

### ■System Flow



### For more business opportunities! Support service for exhibitors

#### International Business Consultation Area

The International Business Consultation Area is set up inside the venue so that visitors can seek consultation for knowledge, knowhow, and services necessary for international business. Participant companies and visitors can use the Area without any charges. It is planned that the staff of JETRO, an entity that supports Japanese companies in gaining a foothold in overseas countries, the staff in charge of giving advice on PR targeting overseas markets, and the staff in charge of business matching between Japanese and overseas companies are always stationed at the Area.



#### Best chance for your promotion on Business Day

#### TGS Forum Sponsorship Session

TGS Forum Sponsorship Session is now available for BtoB exhibitors to organize presentation of products and services.

**Sponsorship Fee 945,000 yen (incl. tax)**

[ Date ] September 21 (tentative)  
 [ Venue ] Makuhari Messe International Conference Hall  
 [ Capacity ] 140 (tentative)  
 [ Time ] 60 minutes  
 [ Equipment ] projector, screen and microphones

**Application deadline:  
June 1 (Fri), 2012**



#### Light version for small presentation room

#### TGS Forum Sponsorship Session Light

**Sponsorship Fee 315,000 yen (incl. tax)**

[ Date ] September 21 (tentative)  
 [ Venue ] Makuhari Messe International Conference Hall  
 [ Capacity ] 50 (tentative)  
 [ Time ] 30 minutes  
 [ Equipment ] projector, screen and microphones

**Application deadline:  
June 1 (Fri), 2012**



### TGS 2011 in Number

#### ■Theme : GAME-Dancing Your Heart

#### ■Venue : Makuhari Messe (Chiba, Japan)

Exhibition Hall 1-8 (exhibition area: about 54,000 sqm)

International Conference Hall

#### ■Number of exhibitors : 193

#### ■Number of booths : 1,250

#### ■Display gaming titles : 736 (number of advance registrations)

#### ■Number of visitors :

**Sep. 15 (Thu) - Business Day 25,631**

**Sep. 16 (Fri) - Business Day 27,042**

**Sep. 17 (Sat) - Public Day 86,251**

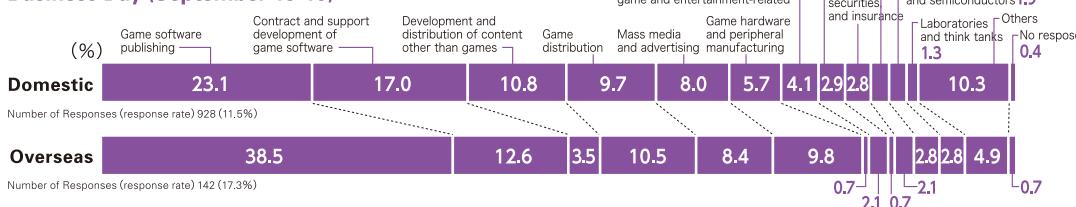
**Sep. 18 (Sun) - Public Day 83,744**

**Total 222,668**



#### ■Visitor Profile

##### Business Day (September 15-16)



#### Number of Media/Number of Reporters

Media Category	Number of Media	Number of Reporters
1. Web News /Web Magazine	421	840
2. Newspapers	58	120
3. News Agency	15	36
4. TV (Satellite TV / CATV)	33	95
5. TV (Terrestrial)	49	191
6. Editor / Freelance Writer / Others	185	315
7. Radio	21	34
8. Magazine	314	1,034
9. Overseas Media	525	940
<b>Total</b>	<b>1,621</b>	<b>3,605</b>

## Exhibit Area / Exhibit Fee

TGS 2012 has 3 choices for exhibit, **4-Day Exhibit** (September 20-23), **2-Day Exhibit for Business Day** (September 20-21), and **2-Day Exhibit for Public Day** (September 22-23).

Exhibitors can also choose booth type (**Space Only**, **Package Booth** or **Turnkey Booth**) for the needs.

Exhibit Purpose	Exhibit Area	Product	Exhibit Day			Booth Type	
			All 4 Days	Business Day Only	Public Day Only	Space Only/ Package Booth	Turnkey Booth
For end-users & trade visitors	■ General Exhibition Area	hardware, software and other services for game	○	×	×	○	○
	■ PC Game Area	PC online games, browser games, game PCs, PC peripherals, other PC-game related products and services	○	×	×	○	○
	■ Smartphone Game Area/ Social Game Area	game software for smartphone and tablet social game, smartphone device	○	×	×	○	○
	■ Game Device Area	home-use game console, PC peripheral devices for hardware, other products	○	×	×	○	○
	■ Merchandise Sales Area	game-related products	○	×	○	○	×
	■ Game School Area	professional schools, universities, distance learning services	○	×	×	○	○
For trade visitors	■ Business Meeting Area	Meeting space area	×	○	×	○	×
	■ Asia New Stars Area	overseas (Asian) companies considering expanding to Japan and providing development tool or other support services	○	○	×	○	×
	■ Business Solution Area	development tool, middleware, license, support service for venture business, human resources support, business administration system	○	○	×	○	○
	■ Cloud/Data Center Pavilion	cloud/data center service for network game and social game	○	○	×	○	○

Application deadline : June 1 (Fri), 2012

### 4-Day Exhibit

#### General Exhibition Area

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

##### Exhibit Products

Game software, online games, game platforms and other game-related products and services

**Space Only** (3x3m)    Booth Fee  
367,500 yen  
(incl. tax)



#### Space and Shell Scheme

• **Package Booth** (3x3m)    Booth Fee 472,500 yen (incl. tax)  
• **Turnkey Booth A** (2x2.5m)    Booth Fee 210,000 yen (incl. tax)

##### New

### 4-Day Exhibit

#### Smartphone Game Area / Social Game Area

This is the exhibition area focusing on games for smart devices (smartphones, such as iPhone, Android, and Windows Phone, and various tablets) and social games for PCs or mobiles.

##### Exhibit Products

Games for smartphones, tablets and other smart devices, social games, mobile terminals, related products (accessories and peripheral), solutions and services for development tools and distribution support

**Space Only** (3x3m)    Booth Fee  
367,500 yen  
(incl. tax)



#### Space and Shell Scheme

• **Package Booth** (3x3m)    Booth Fee 472,500 yen (incl. tax)  
• **Turnkey Booth B** (2x2m)    Booth Fee 210,000 yen (incl. tax)

##### New

### 4-Day Exhibit

#### PC Game Area

This is the exhibition area where all PC games, from online games featuring high-end graphics to simply browser games, as well as PCs and various components, necessary equipment for games, are introduced.

##### Exhibit Products

PC online games, browser games, game PCs, PC peripherals, other PC-game related products and services

**Space Only** (3x3m)    Booth Fee  
367,500 yen  
(incl. tax)



#### Space and Shell Scheme

• **Package Booth** (3x3m)    Booth Fee 472,500 yen (incl. tax)  
• **Turnkey Booth B** (2x2m)    Booth Fee 210,000 yen (incl. tax)

##### Business Day & Public Day

### 4-Day Exhibit

#### 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, headphones.

##### Exhibit Products

Devices for standing game consoles/portable game consoles/PC games (joysticks, headphones, keyboards), sound system/game devices with proprietary controller, game devices for smartphones, accessories

**Space Only** (3x3m)    Booth Fee  
367,500 yen  
(incl. tax)



#### Space and Shell Scheme

• **Package Booth** (3x3m)    Booth Fee 472,500 yen (incl. tax)  
• **Turnkey Booth B** (2x2m)    Booth Fee 210,000 yen (incl. tax)

# Business Day & Public Day 2-Day Exhibit, 4-Day Exhibit

## Merchandise Sales Area \*This area will be divided into 2-days and 4-days zones.

This is the special area for sales of game-related goods.

### Exhibit Products

Music CDs, videos, DVDs, related items, books, magazines and newspaper \*Sales of game software is exclusively allowed for exhibitors who have booths in other areas.

**Space Only** (3x3m) **Booth Fee** **420,000 yen** (incl. tax)



### Space and Shell Scheme

• **Package Booth** (3x3m) **Booth Fee** **525,000 yen** (incl. tax)

\*Unit price of merchandise products is limited up to 30,000 yen.  
\*Promotion, exhibit and booth event are not allowed in this area.  
\*Booth fee of 2-Day Exhibit is equal to 4-Day Exhibit.

# TOKYO GAME SHOW 2012

# B2B Program

**Renewal!**

## Business Meeting Area

# Business Day Only 2-Day Exhibit

This is the meeting space that allows for meaningful business talk in a low-key setting during Business Day. In addition to traditional single-room-type stalls, new options, such as a discount for 2-stall combination and a partitioned booth with lower fees, are available. Also, interpretation services and beverage service will be planned to offer.

### Open : September 20 (Thu)-21(Fri)

\* Please contact Overseas Management Office if you exhibit 4 or more booths.  
\* Space are a limited number of rooms and rooms are sold on a first-come-first-served basis.



### Meeting Room Booth (closed private meeting room with a door and walls)

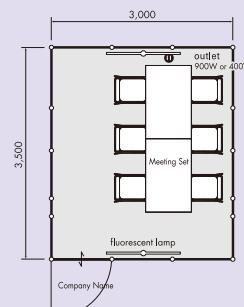
#### 1-Booth Meeting Room (3x3.5m)

**Booth Fee** **472,500 yen** (incl. tax)

Discount price for exhibitor who has booth in other areas

**Booth Fee** **367,500 yen**

(incl. tax)



#### ★Inclusive Items

- 1 System wall (4 walls/white)
- 2 Company name plate
- 3 Fluorescent lamp (32W × 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 (2tables & 6 chairs)

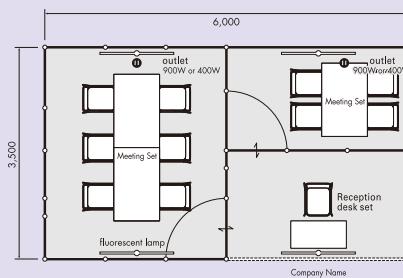
#### 2-Booth Meeting Room (6x3.5m)

**Booth Fee** **840,000 yen** (incl. tax)

Discount price for exhibitor who has booth in other areas

**Booth Fee** **682,500 yen**

(incl. tax)



#### ★Inclusive Items

- 1 System wall (4 walls/white)
- 2 Company name plate
- 3 Fluorescent lamp (32W × 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 (2tables & 6 chairs, 1 table & 4 chairs)
- 7 Reception desk set

### Basic Table Space (private meeting space with partition board)

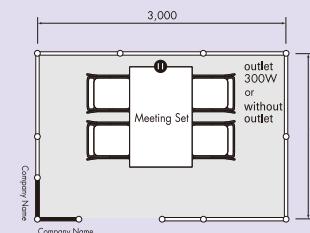
#### 1 Table Space (3x2m)

**Booth Fee** **231,000 yen** (incl. tax)

Discount price for exhibitor who has booth in other areas

**Booth Fee** **178,500 yen**

(incl. tax)



#### ★Inclusive Items

- 1 System wall (low walls/white)
- 2 Company name plate
- 3 Electrical outlet (two-socket outlet x 1) 100V 300W or Energy saving pack (without outlet)
- 4 Meeting set (1 table & 4 chairs)

**New**

**Business Day Only**  
**2-Day Exhibit** **4-Day Exhibit**

## Asia New Stars Area

This is the exhibition area targeting Asian companies. The concept is to introduce local "new stellar companies," such as promising game venture companies and tool development companies, to Japanese game companies.

### Exhibit Products

Asian companies which are considering expanding to Japan and newly seeking business partner in Japan

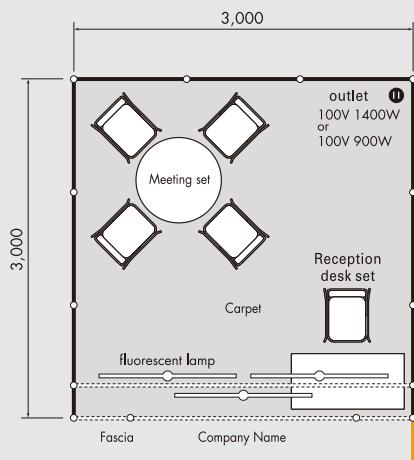


### Space and Shell Scheme (3x3m)

**Booth Fee** **472,500 yen** (incl. tax)

\*Max. 3 booths per exhibitor

\*Booth fee of 2-Day Exhibit is equal to 4-Day Exhibit.



#### \*Inclusive Items

- 1** System wall (side & back walls)
- 2** Fascia (H 350mm)  
\*National flag of the exhibitor will be printed.
- 3** Punch carpet (gray)
- 4** Company name plate (W1940 x H250)
- 5** Fluorescent lamp (32W x 3 lamps)
- 6** Electrical outlet (two-socket outlet x 1) 100V 1.4KW or Energy saving pack 100V 900W
- 7** Electrical power supply 100V 1.5KW or Energy saving pack 100V 1KW per booth
- 8** Meeting set (Round table & 4 chairs)
- 9** Reception desk set

## Business Solution Area

This area is the exhibit for game-related BtoB companies.

### Exhibit Products

Development Tool, Middleware, Support Service for Online Game, License Business, Support System for Solution in Gaming Business

An exhibition style can be selected from two options: a regular small stall for two days or for four days or a turn-key booth that can be set up only for two days during Business Day. Also, with the use of TGS Forum Sponsorship Session (option), synergy with an exhibition can be expected.



### Space Only (3x3m)

**Booth Fee** **367,500 yen** (incl. tax)

**Business Day & Public Day  
4-Day Exhibit**

### Space and Shell scheme

**Package Booth (3x3m)** **Business Day Only  
2-Day Exhibit** **Business Day & Public Day  
4-Day Exhibit**

**Booth Fee** **472,500 yen** (incl. tax)

**Turnkey Booth C (2x2m)** **Business Day Only  
2-Day Exhibit**

**Booth Fee** **210,000 yen** (incl. tax)

## Cloud/Data Center Pavilion

**Business Day Only  
2-Day Exhibit**

**Business Day & Public Day  
4-Day Exhibit**

Inside the Business Solutions Area, the pavilion is set up for cloud computing/DB services that support the social game and network game infrastructure.



\* Exhibit fee of this area is equal to Business Solution Area.



# Rental Shell Scheme

**"Energy Saving Package"** has been provided for the below Shell Schemes.  
Please contact to Overseas Management Office for detail.

## Package Booth (3x3m)

### Business Day & Public Day 4-Day Exhibit

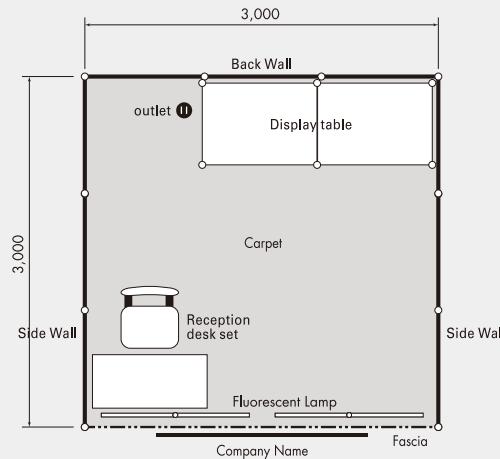
\*Exhibitor can choose color of Fascia, carpet and company plate from the options below.

Blue

Green

Gray

Red



#### ★Inclusive Items

- |          |  |
|----------|--|
| <b>1</b> | <b>System wall</b><br>(side & back walls)  |
| <b>2</b> | <b>Fascia</b> (H 300mm)  |
| <b>3</b> | <b>Punch carpet</b>  |
| <b>4</b> | <b>Company name plate</b><br>(32W x 2 lamps)   |
| <b>5</b> | <b>Fluorescent lamp</b><br>(32W x 2 lamps)   |
| <b>6</b> | <b>Electrical outlet</b> (two-socket outlet x 1)<br>100V 1.4KW or Energy saving pack 100V 900W |
| <b>7</b> | <b>Electrical power supply</b><br>100V 1.5KW or Energy saving pack 100V 1KW per booth          |
| <b>8</b> | <b>Reception desk set, display tables</b>  |

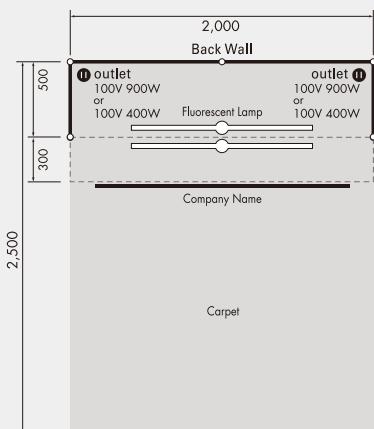
## Turnkey Booth \*Max 3 booths per exhibitor

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

■ General Exhibition Area  
■ Game School Area

Business Day & Public Day

### 4-Day Exhibit



#### ★Inclusive Items

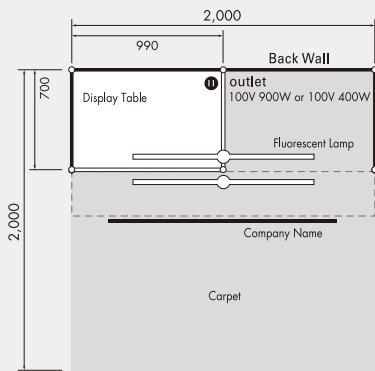
- |          |   |
|----------|---|
| <b>1</b> | <b>System wall</b><br>(side & back walls)   |
| <b>2</b> | <b>Punch carpet</b>   |
| <b>3</b> | <b>Company Name plate</b><br>(W1950 x H200)   |
| <b>4</b> | <b>Fluorescent lamp</b><br>(32W x 2 lamps)  |
| <b>5</b> | <b>Electrical outlet</b> (two-socket outlet x 1)<br>100V 900W or Energy saving pack 100V 400W |
| <b>6</b> | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W per booth          |

### Turnkey Booth B (2x2m)

■ PC Game Area  
■ Smartphone Game Area/Social Game Area  
■ Game Device Area

Business Day & Public Day

### 4-Day Exhibit



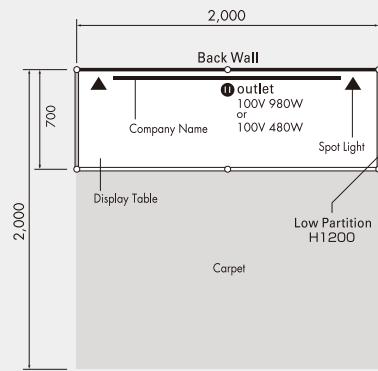
#### ★Inclusive Items

- |          |   |
|----------|---|
| <b>1</b> | <b>System wall</b><br>(side & back walls/gray)  |
| <b>2</b> | <b>Punch carpet</b>   |
| <b>3</b> | <b>Company name plate</b><br>(W1950 x H200)   |
| <b>4</b> | <b>Fluorescent lamp</b><br>(32W x 2 lamps)  |
| <b>5</b> | <b>Electrical outlet</b> (two-socket outlet x 1)<br>100V 900W or Energy saving pack 100V 400W |
| <b>6</b> | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W per booth          |
| <b>7</b> | <b>Display table with storage cabinet</b><br>(W990 x D700 x H1000/black)                      |

### Turnkey Booth C (2x2m)

■ Business Solution Area  
■ Cloud/Data Center Pavilion

Business Day Only  
2-Day Exhibit



#### ★Inclusive Items

- |          |   |
|----------|---|
| <b>1</b> | <b>System wall</b><br>(low back wall/black)   |
| <b>2</b> | <b>Punch carpet</b>   |
| <b>3</b> | <b>Company name plate</b><br>(W1800 x H200)   |
| <b>4</b> | <b>LED spotlight</b><br>(10W x 2 lamps)   |
| <b>5</b> | <b>Electrical outlet</b> (two-socket outlet x 1)<br>100V 980W or Energy saving pack 100V 480W |
| <b>6</b> | <b>Electrical power supply</b><br>100V 1KW or Energy saving pack 100V 500W per booth          |
| <b>7</b> | <b>Display table with storage cabinet</b><br>(W1980 x D700 x H1000/black)                     |

\*Exhibitor can choose color of carpet and company plate from the options above.

\*Exhibitor can choose color of carpet from the options above.

\*Exhibitor can choose color of carpet from the options above.

# Organizer's Projects for Overseas Exhibitors

## ■ 「Asia Game Business Summit」

International conference that aimed at expanding game business with a core of the Asian region. This conference will be summit format of the top leaders of gaming companies representing from Asian nations.



## ■ 「SENSE OF WONDER NIGHT (SOWN) 2012」

This event will make spotlights to a game developers to draw wellspring of ideas with suddenly change the world. SOWN 2012 finds out the idea of a game causing changing sense: "SENSE OF WONDER". "SENSE OF WONDER NIGHT" 2012 will be held to provide an opportunity of the presentation for game developers around the world.



## ■ 「Asia Networking Party」

At the second Business Day evening in September 21, "Asia Networking Party", that will be centered on overseas exhibitors and visitors from Asia, will hold for the purpose of business exchanges and further networking.



\*The above projects are subjects to change without any prior notice.

## Outline

Name: TOKYO GAME SHOW 2012

Period: **Business Day** September 20 (Thu)-21 (Fri) 10:00-17:00

[Admission is limited to the press, industrial participants and those with invitations]

**Public Day** September 22 (Sat)-23 (Sun) 10:00-17:00

[Hours may begin from 9:30 a.m. depending on circumstances.]

Venue: Makuhari Messe (Chiba, Japan)

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)

Support: Ministry of Economy, Trade and Industry (tentative)

Number of expected visitors: 195,000

Number of expected booths: 1,550

## Schedule



### ● Application and Payment Procedure

1. Please fax or e-mail the application form, indicating your request about the size of the booth space (booth depth \_\_\_ and booth width, \_\_\_) to TGS Overseas Management Office.
2. If there are no problems in your application form, TGS Overseas Management Office will send you an invoice for the exhibition fee.
3. You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
4. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.

### ● Cancellation

If an exhibitor cancels an application for any reason, or reduces the number of booths applied for, the following cancellation charge must be applied depending on the date of cancellation.

**From June 2 to 14, 2012**

**50% of Exhibition Fee**

**After June 15, 2012**

**100% of Exhibition Fee**

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

■ For further information

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

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