

# TOKYO GAME SHOW 2021 ONLINE



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

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TOKYO GAME SHOW (TGS) 2021 ONLINE

Period: September 30 (Thu.) ~ October 3 (Sun.)

※September 29 (Wed.) will be online business matching ONLY.

[Organizer]: Computer Entertainment Supplier's Association

[Co-Organizer]: Nikkei BP DENTSU

Updated: June 21, 2021



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# Concept and Outline about TGS2021 ONLINE

TOKYO GAME SHOW will be holding online in 2021 followed by previous year with 4 days from September 30 (Thu.) through October 3 (Sun.) (Online business matching will be launching from Wednesday, September 29).

"TOKYO GAME SHOW 2021 ONLINE" (TGS2021 ONLINE) is available on various online platforms such as program distribution, trial play, online commerce, and business matching centered on the portal site (<https://tgs.cesa.or.jp/>).

In addition, TGS2021 ONLINE will introduce an "offline" trial / exhibition scheme so that the new game enthusiasts can be conveyed more realistically while taking advantage of the online access that can be accessed from any location.

Specifically, TGS2021 ONLINE provides "physical" venue where visitors including the press(TV, newspapers, magazines, Web, etc.) and influencers (game streamer, game-loving talents, etc.) can actually play new games, etc.

The event generates an environment where they can interview and play for live coverage.

The offline venue consists of video streaming studio and Trial Play and Exhibition Area.

The venue enables the press and influencers to obtain various information in one place and will be able to provide topics not only to core game enthusiasts but also to the casual gamers through news coverage and SNS.

TGS2021 ONLINE is an opportunity to reiterate the potential of games and the richness they bring to society with various difficulties in global pandemic.

TGS2021 ONLINE gathers a wide range of game-related companies will exhibit and convey the appeal of the game.

March 2021





## 2021 Theme

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# We'll always have games.

2020. TGS has recognized again.

Games may be closer the distance between people.

Games may become the engine of the world in the future.

It was a year that surprised the world with the great potential of games.

2021. TOKYO GAME SHOW celebrates its 25th anniversaries.

Where will the game go in the next 25 years?

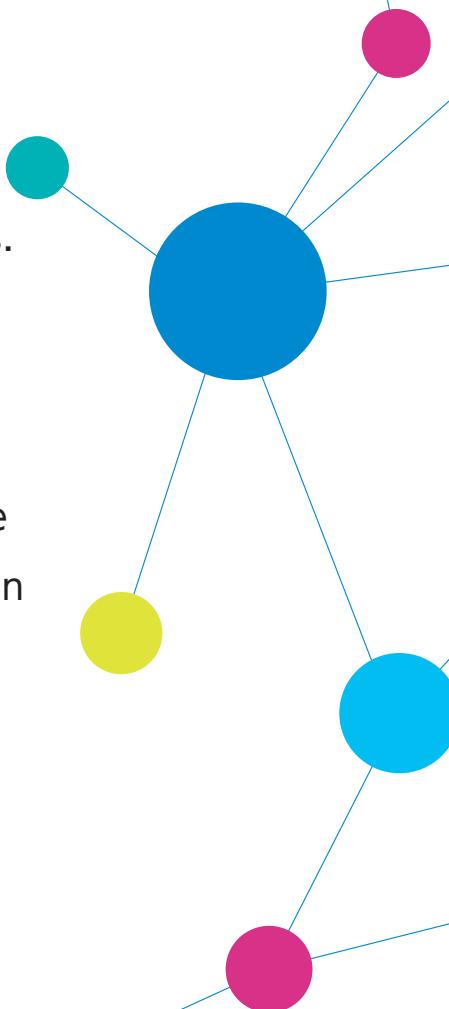
How will life change when the game changes?

Because of this time, TGS wishes to create a place where all the people who grew up with the game can be gathering regardless of their position or age.

The various things that will be born there will surely become an ale for tomorrow.

This year, TGS recreates the new TOKYO GAME SHOW.

With such enthusiasm, TGS creates a lively future from here with everyone who likes games.



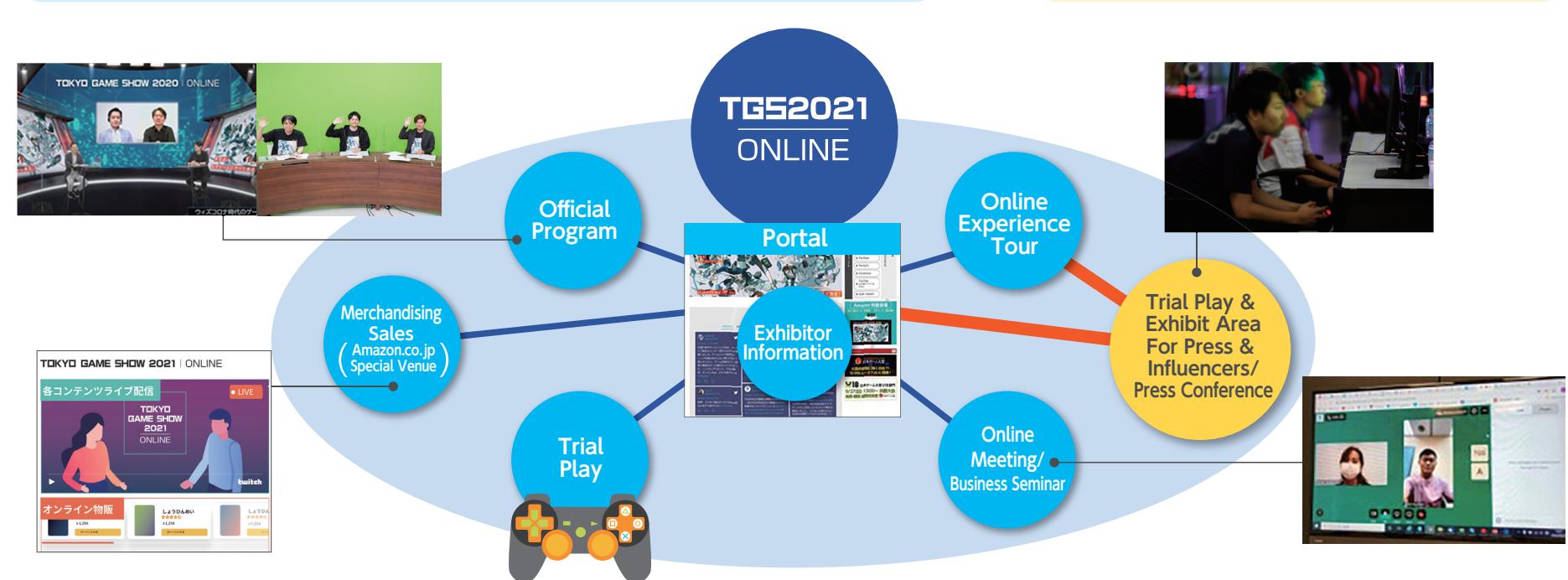
# Event Outline

TGS2021 ONLINE is centering on official programs (organizer programs / official exhibitor programs, etc.) which total number of views exceeded 31.6 million times last year. TGS2021 ONLINE continues to operate online business matchmaking systems and merchandise sales at Amazon's special venue as well.

In addition, the event will prepare a plan for game fans to online trial play of new games for free and will expand the various enjoyments of the game from various aspects.

In order to spread the information of exhibitors and the topic of the game more widely, TGS2021 will set an offline venue where the press and influencers can actually try out the game, interview and play live.

Online Experience Tour will also be holding so that game fans can experience the venue in a simulated manner.



## 1

### Official Exhibitor Programs : For Global Reach

Official Exhibitor Programs that exhibitors can be spreading information will be streaming online for 4 days.

It will be distributed globally with Japan, Europe, the United States, China and etc. on YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin, DouYu, bilibili, and other leading video platforms in Japan and overseas.

In addition to the Japanese version (original version), the program will also be delivered in parallel with an English (Japanese) simultaneous interpretation version.



## 2

### Finding More Game Enthusiasts Through Trial Play

In cooperation with the game platform online stores, TGS set a plan that allows game fans to play new games for free.

TGS will ask the exhibitors to prepare a trial version, etc., and guide them to the trial page of the store through TGS2021 ONLINE.

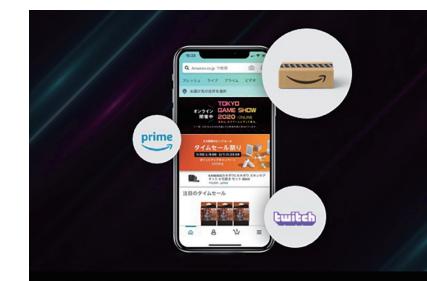


## 3

### Expand Merchandising Sales In Collaboration with Amazon.co.jp

TGS provides a menu this year that will allow exhibitors to sell goods through Amazon.co.jp Special Venue.

The scheme will be boosting the excitement of game fans, such as selling products linked to the exhibitor's programs.



## 4

### Create Business Opportunities Through Online Meetings and Business Seminar

This year, TGS provides business matching systems that allow exhibitors to conduct business negotiations through online.

Within the business matching system, TGS will deliver business webinars by the organizers and sponsors to support business meetings.

TGS also offers new business tips and solutions.



## 5

### Wider Information On Exhibitors Through Trial Play and Exhibition Area For Press and Influencers

Makuhari Messe is an offline venue where press and influencers (game commentators, streamers, game-loving talents, entertainers, etc.) can physically play games and interview so that the exhibitor's game titles, services, products, etc. can be disseminated more widely.

This offline trial play and exhibit area locate on adjacent with the official program distribution studio.

TGS will enable each exhibitor to widely deliver information to casual gamers of the game through the press and influencers, such as a plan that allows exhibitors to hold press conferences.

## 6

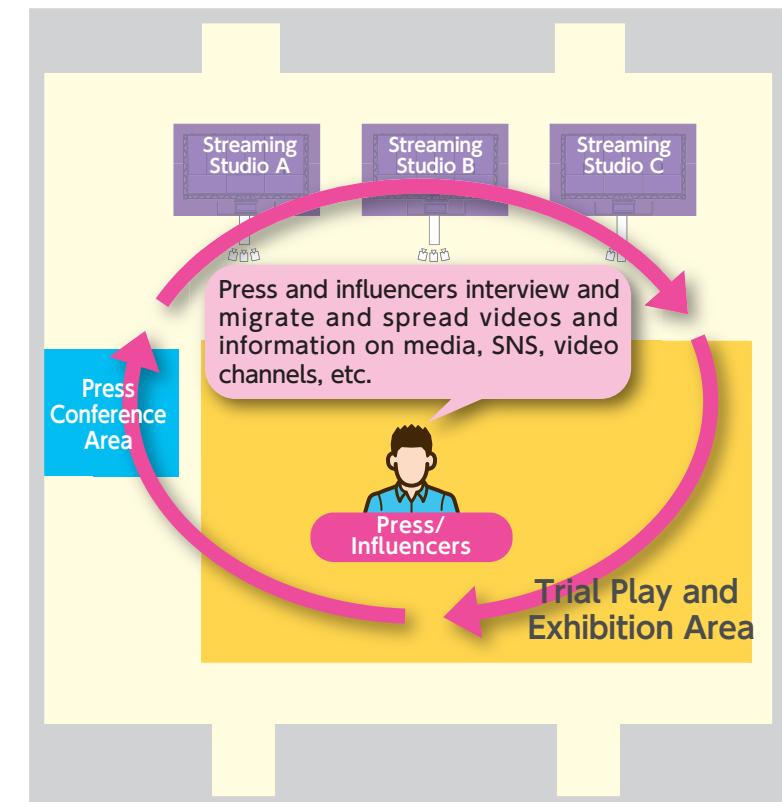
### Special Experience To Gamers Through Online Experience Tour

In collaborations with HIS, travel agency, TGS provides an online tour where game fans can join tour at Trial Play and Exhibition Area booths of each company and experience the heat inside the venue in a simulated manner.

Tours will be preparing for both Japan and overseas.

The tours create a special online experience, such as allowing game fans to communicate directly with game creators and voice actors. (Details/Pricing TBA)

#### Venue Image of Trial and Exhibition Area For Press and Influencers



# Online Exhibits Call for Exhibitors ①

TGS2021 ONLINE is looking for exhibitors from companies and organizations that aim to expand BtoB and BtoC information about games. For "Online Exhibitors", each exhibitor can post information on the exhibitor introduction page on the WEB, provide trial experience, and conduct online business meetings. In addition, as an option (fee-charged), each exhibitor can add merchandise sales at Amazon.co.jp Special Venue, trial play for press influencers, and physical exhibition in the exhibition area, etc.

## Exhibit Categories

- **General Exhibit:** Game Software, Game-related Digital Entertainment, Game-related Contents & Services
- **Business:** Game-related Products and Services
- **Game School:** College and Vocational Schools for Game Developers
- **Indie Game:** Original Game Contents by Indie Game Developers
- **Merchandise Sales:** Merchandising on Game-related Good and Services

※TGS2021 ONLINE has set exhibition categories so that visitors can easily access each exhibitor.

Each exhibitor will be picking appropriate category, but no difference on exhibition menu between different categories.

※Each exhibitor with one exhibit ONLY in the same category. Multiple exhibits will be available with different exhibit applications. No co-exhibitor can be joined at TGS2021.

※CERO(Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" Rating.

## Exhibit Rules

**Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2021 ONLINE".**

Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association, as well as Nikkei Business Publications, Inc. and DENTSU Inc.

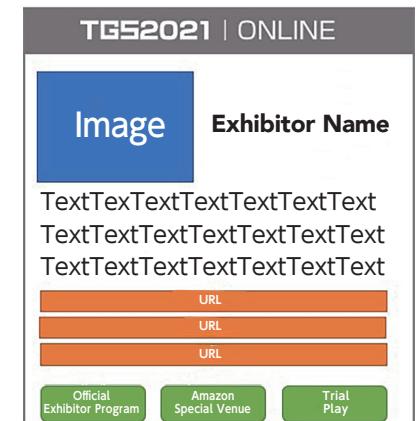
## Contents and Services Provided to Exhibitors

**Exhibitors will be provided with the following contents, services, functions.**

- Exhibitor names will be posted on the "Exhibitor List" page. In addition, we will link from the exhibitor list page to each exhibitor introduction page.
- The exhibitor introduction page will be available in English and Japanese(information in English and Japanese prepared by each company will be posted).
- One-stop service from the TGS Business Matching System to online business meeting.

**Exhibit Fee  
JPY 220,000  
(Tax Inclusive)**

Exhibitor's Introduction Page (Sample)



Contents & Functions of  
Exhibitor's Introduction Page (Planned)

- Logo
- Image (Game Play, etc.)
- Text
- Exhibit Category Tags
- Web Linkage
- Video Linkage
- Linkage to Business Matching System
- Linkage to Official Exhibitor's Program (if applicable)

# Online Exhibits Call for Exhibitors ②

## ● TGS Business Matching System Available from Friday, August 20 (planned)

TGS2021 ONLINE will introduce an online business matching system that can be used free of charge by all exhibitors in order to support the enhancement of the game industry and business meeting.

This system is enable to one stop from meeting request through online meetings.

In addition to exhibitors, paid business visitors are also registered, so it is possible to have online business meetings between exhibitors and paid participants as well as between exhibitors on this system.

The system provides to deliver online seminars that only registrants of this system can be watched as well.

TGS Business Matching System also provides the opportunities of online webinar by exhibitors as "Sponsorship Session" for the purpose of lead generation by viewers. (paid option / details will be announced at a later date).

TGS Business Matching System is scheduled to launch its operations from August 20th (Friday), and business meetings can be set from September 29 (Wednesday) to October 3 (Sunday).

Details and operation protocols will be announced at the exhibitor briefings on July 30 (Friday).



# TGS Official Exhibitor Program Call For Program Participation ①

TGS2021 ONLINE will deliver the official program from 10:00 in the morning to 24:00 over the four days of the event, and will be able to watch them at TGS Official Channels on YouTube, Twitter and various video platforms in Japan and overseas.

In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)". TGS prepares a frame for distributing exhibitor programs (TGS Official Exhibitor Program).

Join the "Official Exhibitor Program" where the official exhibitor programs can be distributed.

In addition, although the menu provided by "Online Exhibit" is included in "Official Exhibitor Program", merchandising sales at Amazon.co.jp Special Venue, trial play for press and influencers, exhibition in exhibition area, etc. are paid options.

Participation General Slot: (Tax Inclusive)  
Fee JPY2,750,000.-

Golden Slot: (Tax Inclusive)

JPY3,850,000.-

\*Above Participation Fees include  
TGS2021 ONLINE Exhibit Fee (JPY220,000.-)

\*General Slot: 10:00am - 5:50pm / Golden Slot: 6:00pm -11:50pm  
(Time zone is based on JST)

## Conducting Outline

### ● Providing Exhibitor's Slot in Official Program (50 Minutes per Slot)

※1 Slot: 50 minutes

※Up to 2 Consecutive Slots (Total 110 minutes) available upon availability

### ● Available Slots: September 30 (Thu) through October 3 (Sun)

※Available Slots: See next page in "Yellow" slots for General Slots and "Red" slots for Golden Slots.

※Contact OMO if you wish to deliver at a time other than the program frame in the timetable.

### ● Programs will be streaming at Official TGS channels on YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin , DouYu, and bilibili.

※If the exhibitor wishes to distribute own channel(s), it will be available upon request.

### ● Program Time Slot is decided by "Program Time Slot Selection Meeting" with followed by 2 selection priority orders

TGS2021 Official Exhibitor Program Time Slot Meeting will be holding on July 9 (for Priority ① and ②) and July 16 (for Priority ③ and ④).

At the meeting, each exhibitor will pick up the appropriate slot(s) in the order of selection priorities. After selecting by Priority ① and ② exhibitors, the management office will inform the exhibitors of Priority ③ and ④ for the vacant time slots in advance.

In case of a large number of exhibition applications exceeding the available slots, it will be possible that the available time slots will be filled before all the selection orders come around.

In this case, if there are no more available slots, exhibitor will be asked to decide whether to cancel the exhibition (no cancellation fee charged) or to exhibit "Online Only". The right of decision by applicable exhibitor(s) will be remained by one day after the selection meeting.

## Selection Priority

Priority①: Game Console Platform Companies

Priority②: Exhibitor that participated in the preceding show(TGS2020 ONLINE) with Official Exhibitor Program.

Priority③: Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only.

Priority④: Other exhibitors

※Regarding the selection priority ① and ②, the companies with the largest number of slot participations in 2020 will be prioritized.

For other selection orders, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority under the same conditions.

For priority ③ and ④, the companies which "met with application deadline", and CESA members will be given priority under the same conditions.

If the conditions are still the same, a lottery will be held.

※1 company has 1 slot basis. However, if there are free slots, exhibitor can apply for multiple slots.



TGS Management Office will take measures against infectious diseases when producing the programs. Kindly give consideration to the viewers not only in the operation of the recording but also in the productions onsite.

# TGS Official Exhibitor Program Call For Program Participation ②

## Exhibit Rule

**Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW ONLINE 2021" (hereinafter referred to as "Rules") on Page 18.**

Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

## Supplementary Items

### ● The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.

※It will be live-streamed from the studio set up by the organizer at Makuhari Messe. If the exhibitor wishes to use the studio other than provided studio, please arrange by the exhibitor. In addition, in the case of distribution from another studio, an additional distribution fee will be charged.

※The basic set of the studio is a digital background created by chroma key composition.

※If the performers cannot come to the studio, the organizer will also support online participation. (Upon consultations)

※If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.

※The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

### ● Simulcast will be delivered on TGS Official Channel.

※Simulcast video platforms are planned to be YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin, DouYu, bilibili and other platforms.

※Simulcast can also be delivered to the exhibitor's owned channel. (Only for desired exhibitors)

※The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.

※For companies that participated in the official exhibitor programs, programs produced and distributed by the exhibitors can also be simulcast on the TGS official channel (only for companies wishing to do so).

※If the delivery times overlap, up to 2 programs will be available in the same time zone.

### ● In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)

※Organizer assigns simultaneous English/Japanes interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English.

## Optional Menu

### ● Special designs, studio decorations, productions, and pre-recording for exhibitors are optional (additional fee charged).

※TGS Management Office will make a separate proforma estimations upon consultations.

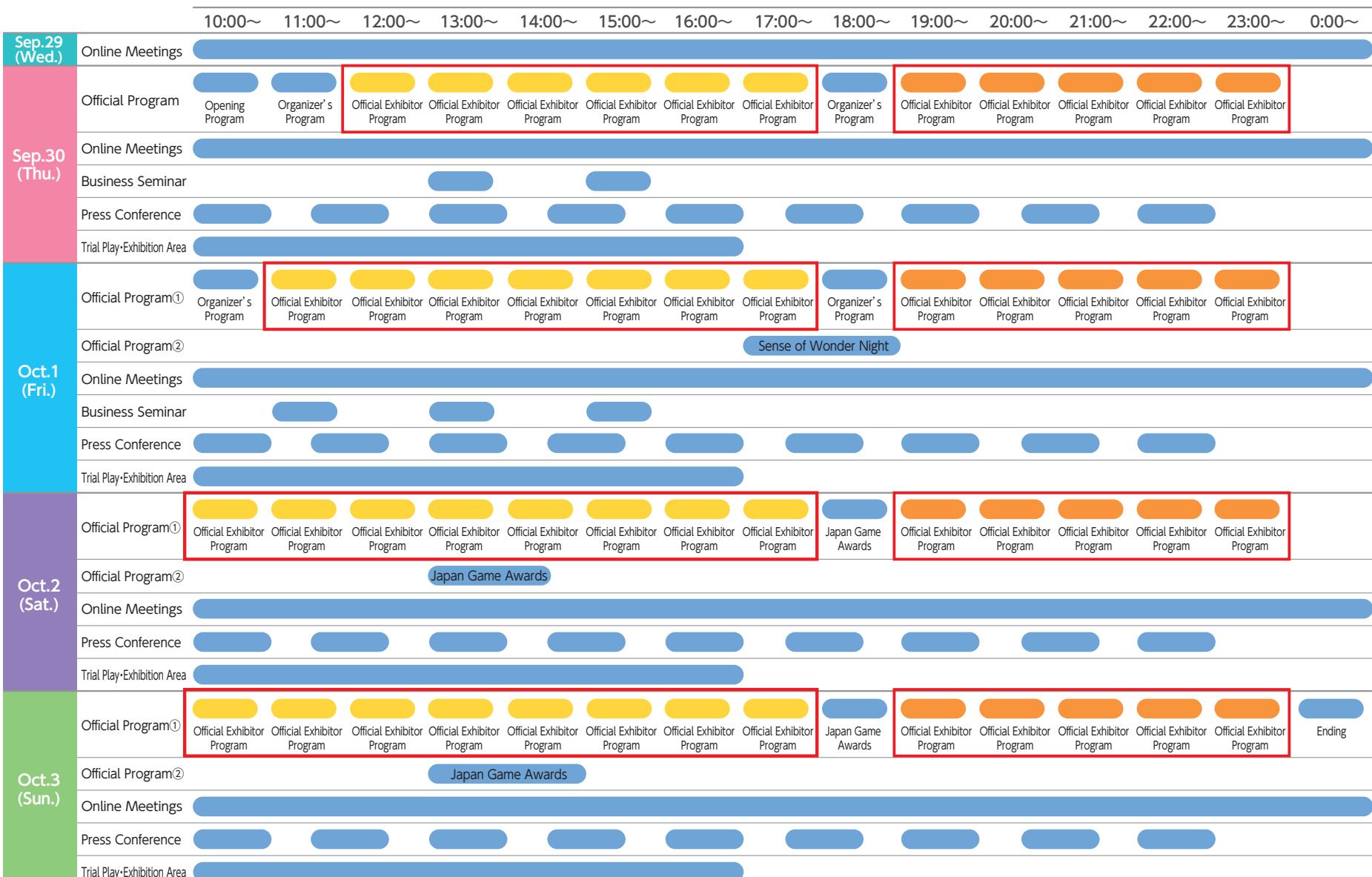
### ● Casting of guests (talents, voice actors, etc.) and various customizations are not included in the exhibition fee.

※TGS Management Office will quote separately for proforma estimation upon request.

※For optional menu and other details, please refer to "TGS Official Exhibitor Program Guide".

# Official Exhibitor Program Time Slots Schedule (Tentative)

Exhibitors can select the implementation frame of Official Exhibitor Program from the part surrounded by red line.



※Timetable is subject to change without prior notice.

※If an exhibitor wishes to set the program between midnight and 6:00am, additional extra-hour fee will be charged.

※The above time zone is based on JST (Japan Standard Time).

# Trial Play and Exhibition Area for Press/Influencers Exhibit Guide 1

TGS2021 provides an offline opportunities at Makuhari Messe where the press and influencers can actually experience the new game titles and hear the exhibitor's explanation directly. If an exhibitor wish to exhibit at the booth in the Trial Play and Exhibition Area for Press and Influencers, please apply additionally for each company that applies for online exhibition and official exhibitor program.

**Exhibit Fee: JPY 770,000**  
(Tax Inclusive)

※If the exhibitor wishes to participate "Trial Play and Exhibition Area", you need to apply "Online Exhibition" or "TGS Official Exhibitor Program".

## Booth Size / Available Offering # of Booths

- The size of one booth unit is 3m X 3m, and it will be a package booth with an exhibition stand.
- Since the number of booths that can be installed in the venue is limited, the maximum number of booths for one exhibitor is SIX booth units.
- The number of booths that can be exhibited is 5 patterns [1] [2] [3] [4] and [6].
- The booth position will be decided by booth selection meeting, and the priority order of selection will be as follows.
- The booth location selection meeting is scheduled for July 26 (Monday) for "Program Exhibitors" and July 30 (Friday) for "Online Exhibitor" only.

※See the next page for booth shapes and inclusive items.

※If the exhibitor is 4 or 6 booth units and wish to decorate your own, "space-only" location is available to offer. (Exhibitor with 1-3 booth units are package booths ONLY).

The exhibition fee does not change even for in-house decoration.

Since the number of booths is limited, if the number of exhibition applications is large, if the program slots are decided according to the following priority order at the booth position selection meeting, there is a possibility that some applications will be running out before the selection order comes around.

## Booth Location Selection Priorities

### ● Priority ① Exhibitors of "Program Exhibitors (Official Exhibitor Programs)"

Booth positions are selected in descending order of the number of booth applications. Under the same conditions, they are selected in descending order of the number of program slots regardless of whether they are golden or general.)

If the conditions are the same, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority, and if the conditions are the same, a lottery will be taking place.

### ● Priority ② Exhibitors of "Online Exhibits"

Select in descending order of the number of booths applied. Under the same conditions, exhibitors who have met the exhibition application deadline timeline, and CESA members will be prioritized, and if the conditions are the same, lottery will be holding.)

## Venue: Makuhari Messe (Planned)



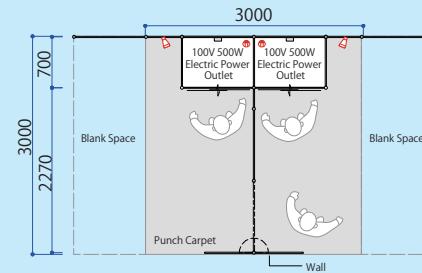
# Trial Play and Exhibition Area for Press/Influencers Exhibit Guide ②

TGS2021 provides a package booth scheme for ALL exhibitors exhibiting at the Trial Play and Exhibition Area for press and influencers. When applying, please select the desired plan, such as the presence or absence of an exhibition stand and the installation location. If the exhibitor exhibits with 4 or 6 booths and wish to decorate on your own, the organizer will be handed over "space-only".

## Trial Play Booth A (3m X 3m)



This booth is designed for trial play demonstration by placing the exhibition stand near the system wall. The partition is set up in the center that can be placed with 2 game play units.



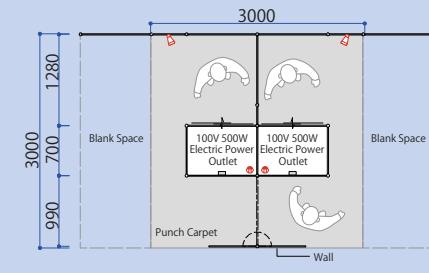
### Items

- 1.System Wall (Color: Black)
- 2.Company Name Plate (Width 660mm X Height 400mm: 4 Units)
- 3.LED Spotlight 15W X 2 Lights
- 4.Electrical Outlet (100V 500W) Two-socket Outlet X 2
- 5.Electrical Power Supply 100V 1KW (per one booth)
- 6.Display Table (Width 990mm X Depth 700mm X Height 1,020mm) X 2
- 7.Punch Carpet

## Trial Play Booth B (3m X 3m)



This booth is designed with the exhibition stand in front and the wall as the back for trial play. A partition is set up in the center so that the two units can be operated separately.



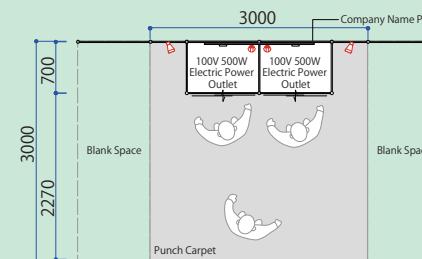
### Items

- 1.System Wall (Color: Black)
- 2.Company Name Plate (Width 660mm X Height 400mm: 4 Units)
- 3.LED Spotlight 15W X 2 Lights
- 4.Electrical Outlet (100V 500W) Two-socket Outlet X 2
- 5.Electrical Power Supply 100V 1KW (per one booth)
- 6.Display Table (Width 990mm X Depth 700mm X Height 1,020mm) X 2
- 7.Punch Carpet

## Exhibition Booth (3m X 3m)



This booth is not installed a partition in the center of the booth. It can be used not only for trials but also for exhibitors who want to display products, etc. by placing the exhibition stand near the wall.



### Items

- 1.System Wall (Color: Black)
- 2.Company Name Plate (Width 1,500mm X Height 250mm: 1 Unit)
- 3.LED Spotlight 15W X 2 Lights
- 4.Electrical Outlet (100V 500W) Two-socket Outlet X 2
- 5.Electrical Power Supply 100V 1KW (per one booth)
- 6.Display Table (Width 990mm X Depth 700mm X Height 1,020mm) X 2
- 7.Punch Carpet

※Console and monitor are not included.

※Cut-out sticker can be installed.

※For trial play console rentals, OMO will announce at exhibitor briefing (on July 30).

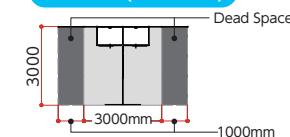
※Lighting at venue will be taking place 1/2 lighting. (planned)

●Organizer will take measures against Covid-19 infections in the venue.

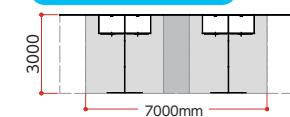
Take measures against infectious diseases at the construction and operation of the booth.

## Booth Space Allocations ※Aerial View

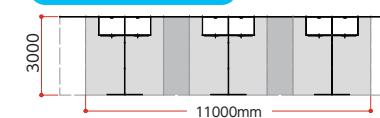
### 1-Booth (3m X 3m)



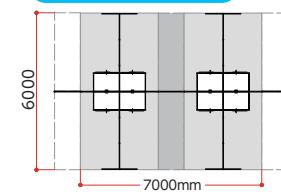
### 2-Booths (7m X 3m)



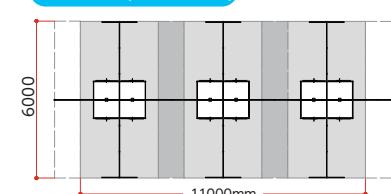
### 3-Booths (11m X 3m)



### 4-Booths (7m X 6m)



### 6-Booths (7m X 11m)



※Maximum Number of Booth Units: 6

•Space-only is available for 4 or 6 booth units

※Installation will be conducted in September 29 (Wed.) only.

•Additional decoration will be available upon fee-charged.

## Amazon.co.jp Special Venue (Merchandising)

# Call for Exhibitors

TGS2021 set up a special venue on Amazon.co.jp and offers a plan to sell the exhibitor's products this year as well. In addition to make it easier to access products by creating various leads in the Amazon.co.jp Special Venue, TGS implements topical gimmicks such as making products with timers appear at the timing of information lifting.

		PLATINUM	GOLD	ENTRY	Upload Only
Exhibit Menu Items	Exhibition Fee	JPY22 Million	JPY7.7 Million	JPY660,000	JPY110,000
	Offering Participations	Up to 5	Up to 15	Up to 40	Unlimited
Contents	Special page set up on Amazon.co.jp Special Venue	Fully Customized	Template	Logo+Product Only	Product Only
	Live Distribution on Amazon.co.jp Special Venue	Unlimited Live Distribution Time	Unlimited Live Distribution Time	Up to 30 minutes	×
	Video Distribution on the Exhibitor's Special Page	○	○	×	×
	Link to an outside page of Amazon.co.jp from the Exhibitor's Special Page	○	×	×	×
	Timer-type Product Appearance in Live Distribution on Amazon.co.jp Special Venue	○	○	×	×
Sales Marketing	Product Listing on TGS market	○	○	○	○
	Distribution of Targeting Coupons *Coupons will be paid by exhibitors	○	○	×	×
	Distribution of coupons that can be used for other products when purchasing products *Coupons are paid by exhibitors	○	×	×	×
Promotions	Banner installed on the top page of the Amazon.co.jp Special Venue *Appearing random display	Large	Medium	Small	×
	Company name and logo posted on the list of exhibiting companies	With Linkage	With Linkage	With Linkage	Company Name Only
	Company name and logo posted on the teaser page	With Linkage	With Linkage	Without Linkage	×
	Company name posted on Amazon.co.jp Special Venue global navigation	With Linkage	×	×	×
	Banner in TGS Market (Amazon.co.jp Special Venue product sales area)	○	×	×	×
	Banner at Amazon.co.jp Game Store	○	×	×	×
	Advertising inside and outside Amazon.co.jp	Direct Link with JPY3 Million Worth	×	×	×
	Targeting Email during the teaser period	○	×	×	×
	Targeting Email during TGS	○	○	×	×
Options ※Additional costs will be charged	Targeting Email after TGS	○	○	×	×
	Novelty distribution to purchasers of TGS-related products * Contents are regulated / screened	○	○	○	×
	Participation in TGS Music Event + Amazon Music playlist distribution (upon consultations)	○	○	×	×
	CM exposure during TGS Music Live Event (upon consultations)	○	×	×	×
	Retargeting measures at the time of game trial code distribution (targeting email, coupon distribution, etc.)	○	○	○	×

# Other Organizer's Projects/Exhibit & Sponsorship Plans

Details will be announced.

## ● Game Trial Play Plan

TGS2021 provides a plan for game enthusiasts to enjoy the trial version for free. Exhibitors who wish to do so will be asked to upload the trial version to an online game store that links with TGS2021 ONLINE.

## ● SENSE OF WONDER NIGHT / INDIE NIGHT PARTY

With the support of console game platformers, TGS2021 offers a "Selected Exhibits" plan that allows indies to exhibit for free this year as well. Entries will be launching from mid-April (the outline of the call for exhibitors will be announced at a later date). 80 companies and individuals that have passed the screening can exhibit as "Selected Exhibits".

In addition, 8 companies and individuals elected from among them will be entitled to participate the pitch event "SENSE OF WONDER NIGHT 2021 (SOWN2021)".

The presentation will be broadcasting on live as TGS official program on the second day of the event.

After "SOWN" is over, TGS plans to hold an online "Indie Night Party", an exchange event with indie game developers. All the exhibitors can participate for free.

## ● Press Conference (Fee-charged)

TGS2021 offers a place where exhibitors can hold press conferences, etc. in the Trial Play and Exhibition Area.

※It is also possible to distribute the press conference on Zoom etc. (Fee-charged)

※Simultaneous interpretation service is also available for online distribution. (Fee-charged)

## ● Online Experience Tour for Game Enthusiasts (Supported by HIS)

In order for game enthusiasts in Japan and overseas to experience TGS2021, this event carries out an online tour where virtual visitors can tour booths in the Trial Play and Exhibition Area for press and influencers with "Online Tour Guide". This project offers to deploy in multiple languages with the cooperation of HIS (Tickets are sold for fee-charged).

## ● AD Menu / Special Sponsorship (Fee-charged)

TGS2021 prepares a space where exhibitor banners can be posted on TGS2021 ONLINE, and a menu where advertisements can be posted at the Trial Play and Exhibition Area for press / influencers. In addition, TGS plans to prepare a menu (special sponsorship, etc.) that non-exhibitors other than game-related companies can promote through TGS2021 ONLINE.

**In addition, TGS2021 is planning various projects.  
Will inform as soon as possible on TGS official website.**

# Press Services for Exhibitors

## ● Press Information Distribution Service(Free:Distributes after August 20)

Exhibitors' own press releases and coverage guides will be distributed free of charge to approximately 2,500 domestic and 1,600 overseas presses registered with TGS.

In case the exhibitor wishes to utilize for interview and information distributions, the service is an ideal opportunity. This service offer to limit to only 2 companies per day.

※This service is first-come, first-serve basis. If you wish to distribute to overseas media, please provide English data in advance.

## ● Media Partner System

Media Partner System has been set among significant game-related media such as magazines, websites and video services at TGS2021 ONLINE.

The Management Office have created an environment that we can deliver high-quality news and articles by media partners with popular media around the world.

## ● Request for cooperation with media coverage

Media partners and the press may contact the TGS Press Office for individual coverage inquiries. Please cooperate in submitting documents regarding the name and contact information of the person in charge of the press relations who will respond to individual interview applications.

If the media requests to interview the exhibitor, TGS Press Office will inform the exhibitor for the contact information of the person in charge who registered.

## ● Exhibitor News

TGS2021 ONLINE has "Exhibitor News" column where exhibitors post information.

# List of Available Exhibit Plans

There are three types of exhibition plans for TGS2021 ONLINE. Exhibit conditions and application methods are different for (1) "Online Exhibit", (2) "Program Exhibit" where you can participate in TGS Official Exhibitor Programs, and (3) "Indie Game Selected Exhibit" where you can exhibit in the indie game category for free of charge.

Details will be announced separately after mid-April. Please check on TGS official website.

In addition, TGS2021 prepares exhibition / sponsorship projects that you can participate in as an option. Please contact TGS Overseas Management Office ([tgs@congre.co.jp](mailto:tgs@congre.co.jp)) for more details. For "Amazon.co.jp Special Venue", please contact TGS Management Office (DENTSU) ([tgs@dentsu-eo.co.jp](mailto:tgs@dentsu-eo.co.jp)).

	Exhibit Fee (Tax Inclusive)	Online Exhibit	Official Exhibitor Program		Indie Selected Exhibit
			General 10:00am - 5:50pm	Golden 6:00pm - 11:50pm	
Menu	JPY220,000		JPY2,750,000	JPY3,850,000	Free (Screening Required)
Exhibitor Information		○	○	○	○
Biz Matching System Usage (Online Meetings)		○	○	○	○
Official Exhibitor Program		×	○	○	×
Trial Play		○	○	○	○
SENSE OF WONDER NIGHT (SOWN)		×	×	×	Screening Required
Indie Night Party		○	○	○	○
Business Seminar (at Biz Matching System)		Fee-charged	Fee-charged	Fee-charged	Fee-charged
Amazon.co.jp Special Venue		Fee-charged	Fee-charged	Fee-charged	Fee-charged
Trial Play and Exhibit Area for Press & Influencers		Fee-charged	Fee-charged	Fee-charged	Fee-charged
Press Conference at Trial Play and Exhibition Area		Fee-charged	Fee-charged	Fee-charged	Fee-charged
AD Menu		Fee-charged	Fee-charged	Fee-charged	Fee-charged
Special Sponsorship		Fee-charged	Fee-charged	Fee-charged	×

# Exhibit Rules ①

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2021 ONLINE" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

## Rules Governing TOKYO GAME SHOW 2021 ONLINE

### ■ TOKYO GAME SHOW 2021 ONLINE Overseas Management Office (OMO)

The OMO is the operating secretariat of TOKYO GAME SHOW 2021 ONLINE organized by the Organizer and Co-organizers of the SHOW.

### ■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the OMO pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the OMO. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or OMO deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and OMO both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and OMO shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or OMO for the full amount of any damages incurred.

### ■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies and other organizations supplying game software and game products and services consistent with the purpose of the SHOW set by the OMO. The OMO has the right to determine if any product or service is consistent with the purpose of the SHOW

### ■ Execution of Contract

The OMO will receive applications from companies and other organizations that wish to exhibit in the SHOW. Acknowledgment of acceptance of the application shall be issued after reviewing the details of the application. The issuance of the acknowledgment shall constitute the completion of the contract between the OMO and the Exhibitor to exhibit in the SHOW.

### ■ Restriction of ONLINE Exhibits and Products of Sale

- ① Exhibits are limited to those that meet the Ethical Rules of CESA (Computer Entertainment Supplier's Association). The online sales of products related to software not in compliance with the Ethical Rules is prohibited. Online sales of software-related products (character goods, etc.) that violate the Ethical Rules of CESA is also prohibited. Please refer to the website (<https://www.cesa.or.jp>) for CESA Code of Ethics.
- ② Promotion of software for consumer use is the content of activities of any Exhibitor, in principle.
- ③ Products not handled by ONLINE exhibitors cannot be exhibited at the SHOW.

### ■ Regulations for ONLINE Exhibit

- ① Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by OMO.
- ② Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.
- ③ For production methods of a video program with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel or to change an exhibition.
- ④ Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.
- ⑤ Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by the OMO that determines the above items have violated.
- ⑥ Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of OMO.

# Exhibit Rules ②

## ■ Selection of TGS2021 ONLINE Official Exhibitor Program Time Slot

- The time slot of TGS Official Exhibitor Program will be decided at the slot selection meeting. The selection will be carried out in two parts, Priority (1)(2) and Priority (3)(4).  
Priority (1) and (2): July 9 (Fri.), 2021  
Priority (3) and (4): July 16 (Fri.), 2021
- Priority of TGS2021 ONLINE Official Exhibitor Program time slot selection is as follows:
  - Priority (1): Game Console Platform Companies
  - Priority (2): Exhibitor that participated in the preceding show (TGS2020 ONLINE) with Official Exhibitor Program.
  - Priority (3): Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only.
  - Priority (4): Other exhibitors
- ※ Regarding selection of Priority (1) and (2), the company and organization with largest number of conducting slot participations in 2020 will be prioritized. For under same conditions, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority. If the conditions are still the same, a lottery will be holding to applicable companies and organizations. Regarding selection of Priority (3) and (4), exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority. If the conditions are still the same, a lottery will be holding to applicable companies and organizations.
- Exhibitors who have met the exhibition application deadline" means exhibitors whose application form has arrived at OMO by the exhibition application deadline.

## ■ Exhibitions in the venue (Trial Play and Exhibition Area for press and influencers)

- ① Booth decoration / structure method, volume, exhibition content / method, production method, etc. are stipulated in the "Exhibitors Manual" provided by OMO, and exhibitors must comply with the rule.
- ② In the production inside the booth, excessive production that is offensive to public order and morals, such as sexual expression and discriminatory expression, cannot be performed. If OMO determines that it violates this, the production has to be canceled and the exhibitor shall obey the order by OMO.
- ③ If OMO decides that it is necessary to change or cancel the booth decoration / structure method, volume, exhibition content / method, production method, etc., which are not specified in the "Exhibitors Manual", before the exhibition is held. Exhibitors shall follow this judgment regardless of the duration of the event.
- ④ Exhibitors must ensure that their exhibition does not interfere with neighboring exhibitors. OMO will judge whether there is any obstruction or violation based on the provisions of the exhibition guidelines, and the exhibitor shall comply with this judgment.
- ⑤ Exhibitors will bear all costs associated with changes and cancellations of decoration / structure methods, volume, exhibition contents / methods, production methods, etc., which are incurred by the instructions of OMO, and damages will occur due to the changes / cancellations. Even in such cases, the exhibitor shall exempt OMO from liability.
- ⑥ Exhibitors will decorate their booths during the exhibition preparation period stipulated by OMO in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- ⑦ All exhibits and decorations shall be removed on the same day during the removal time specified by OMO in the exhibition guidelines.
- ⑧ It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- ⑨ Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

## ■ Determination of Booth Location

- The location of booths will be determined at a booth location selection meeting to be held on July 26, 2021, (for exhibitors that applied for TGS2021 ONLINE Official Exhibitor Program) and July 30, 2021 (for exhibitors that applied for TGS2021 ONLINE exhibition ONLY).
- Selection Method
  - For "TGS Official Exhibitor Program" Participation Exhibitors: In descending order beginning with exhibitors requesting a larger number of booths, exhibitors will be asked to select desired booth locations regardless "Golden Slot" or "General Slot". If there are multiple booths in the above conditions, exhibitors who have met the exhibition application deadline timeline, and the member of Computer Entertainment Supplier's Association (CESA) has priority to select booth location. Further determination in the same conditions will be selected by a lottery.
  - For "Online Exhibit" Exhibitors In descending order beginning with exhibitors requesting a larger number of booths, exhibitors will be asked to select desired booth locations. If there are multiple booths in the above conditions, exhibitors who have met the exhibition application deadline timeline, and the member of Computer Entertainment Supplier's Association (CESA) has priority to select booth location. Further determination in the same conditions will be selected by a lottery.
  - Exhibitors who have met the exhibition application deadline" means exhibitors whose application form has arrived at OMO by the exhibition application deadline.
  - It is not possible to change the number of booths at the booth location selection meeting. • If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area, with the applied area being unchanged. • The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

# Exhibit Rules ③

## ■ Exhibitor Name

The Exhibitor name on TGS2021 ONLINE must be the official name. Unless the OMO is informed of any changes in advance, the name on the form will be used for the exhibitors list in the SHOW advertisements, TGS2021 ONLINE, etc.

## ■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (including, but not limited to, distribution slots and all or part of the TGS ONLINE exhibitor introduction page) without the prior written consent of the OMO.

## ■ Application and Payment Due

- ①Please e-mail the application form to the OMO.
- ②Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
- ③Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
- ④You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
- ⑤Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.
- ⑥Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

## ■ Cancellation of Exhibition Application

- ①If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the OMO in writing.
- ②The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from the OMO.  
[Cancellation fee]
  - Program Exhibit(Official Exhibitor Program/1st, 2nd, 3rd, 4th Round Priority):June 26, 2021 (Sat.) onwards...50% of the exhibition fee
  - Official Exhibitor Program (1st & 2nd Round Priority): July 13, 2021 (Tue.) onwards...100% of the exhibition fee
  - Official Exhibitor Program (3rd & 4th Round Priority): July 20, 2021 (Tue.) onwards...100% of the exhibition fee
- ※However, in case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.
- Online Exhibition: June 26, 2021 (Sat.) onwards...50% of the exhibition fee
- Online Exhibition: July 30, 2021 (Fri.) onwards...100% of the exhibition fee
- Trial Play / Exhibition Area for Press and Influencers: June 26, 2021 (Sat.) onwards...50% of the exhibition fee
- ※Official Exhibitor Program Participating Exhibitor: July 26, 2021 (Mon.) onward... 100% of the exhibition fee
- ※Other Exhibitors: July 30, 2021 (Fri.) onwards... 100% of the exhibition fee
- ※However, if the desired number of booths cannot be applied due to a large number of exhibitors, the exhibition fee of Trial Play / Exhibition Area for press / influencers will be refunded in full.

## ■ Liability for Damages

- ①The OMO shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the content posted or distributed in the SHOW.
- ②Exhibitors shall process the rights to the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, the OMO shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- ③Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of OMO, and OMO shall not bear all costs for any reason. OMO is not obligated to pay for any cost.
- ④The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- ⑤The OMO shall not be liable for accidental typographical errors or omissions in TGS ONLINE or other promotional materials for this exhibition.
- ⑥Due to the epidemic and spread of new coronavirus (Covid-19, etc.) and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, we may cancel or postpone all or part of this exhibition, request a change in its contents. The OMO will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.

# Exhibit Rules ④

## ■ Statistics

The OMO shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, the OMO will not provide the said access information, obtained as a result of the above, to Exhibitors.

## ■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, the OMO will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

## ■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, the OMO will not refund exhibit fees already paid. The OMO shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

- (1) Emergency inspection of the computer system used in the SHOW
- (2) Shutdown of computers, communication lines, etc. due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms, tsunami, flooding, landslides, lightning, explosions, fire, etc.)
- (4) Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
- (5) Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
- (6) Spread of infectious diseases (including bacterial infections and viral infections etc.)
- (7) Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials.)
- (8) Labor disputes (including strikes, sabotage, lock-outs, etc.)
- (9) Defaulting of important business partners (including bankruptcy or business failure of venue management company)
- (10) Matters not attributable to the OMO that are not included in the preceding items

# Schedule To Exhibit ①

## ● Procedure to Exhibit TGS2021 ONLINE

Email Application Form  
to OMO

OMO accepts  
Application Form

OMO confirms  
exhibition contents

OMO sends  
an invoice

## ● Exhibit Application and Payment Dues

Closing Date to Exhibit Application  
June 25, 2021 (Fri.)

Exhibitor Briefing  
July 30, 2021 (Fri.)

Closing Date for Payment  
August 31, 2021 (Tue.)

Cancellation Fee: 50% of the exhibition fee  
(June 26 to July 29)

Cancellation Fee: 100% of the exhibition fee  
(July 30 onwards)

## ● [Official Exhibitor Program] Participation Application Schedule and Payment Dues

**Priority ①・②** Closing Date  
to Exhibit Application  
June 25, 2021 (Fri.)  
**Priority ③・④** June 25, 2021 (Fri.)

Official Exhibitor Program  
Time Slot Selection Meeting  
July 9, 2021 (Fri.)  
July 16, 2021 (Fri.)

Exhibitor Briefing  
July 30, 2021 (Fri.)  
July 30, 2021 (Fri.)

Closing Date for Payment  
August 31, 2021 (Tue.)  
August 31, 2021 (Tue.)

Cancellation fee after the exhibition application deadline: 50% of the exhibition fee (Incurred from June 26, 2021)  
Cancellation Fee: 100% of the exhibition fee (Priority ①・②: July 13 onwards/Priority ③・④: July 20 onwards)  
※In case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.

※Priority (1) and (2), the company and organization with largest number of conducting slot participations in 2020 will be prioritized. For under same conditions, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority. If the conditions are still the same, a lottery will be held to applicable companies and organizations. (1 Slot is based on 50 minutes.) For priority ③ and ④, the companies which "met with application deadline", and CESA members will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.  
※One company is entitled to hold one slot basis. However, if there are vacant slots, exhibitor can apply for multiple slots.

## Time Slot Selection Priorities

※Selection meeting will be taking place online.

**Priority①:** Game Console Platform Companies

**Priority②:** Exhibitor that participated in the preceding show (TGS2020 ONLINE) with Official Exhibitor Program.

**Priority③:** Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only.

**Priority④:** Other exhibitors

# Schedule To Exhibit ②

※NOTE: To exhibit [Trial Play / Exhibition Area for Press and Influencers] and [Amazon.co.jp Special Venue], [Online Exhibition] or [TGS Official Exhibitor Program] has to be applied.

## ● [Trial Play and Exhibition Area for Press / Influencers] Application Schedule, Booth Selection and Payment Dues

	Closing Date to Exhibit Application Priority ① June 25, 2021 (Fri.) Priority ② June 25, 2021 (Fri.)	Exhibition Area Booth Location Selection Meeting July 26, 2021 (Mon.) July 30, 2021 (Fri.)	Closing Date for Payment August 31, 2021 (Tue.) August 31, 2021 (Tue.)
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Cancellation Fee: 50% of the exhibition fee  
(June 26 onwards)

Cancellation Fee: 100% of the exhibition fee  
(Priority ①: July 26 onwards / Priority ②: July 30 onwards)

### Booth Selection Priorities

※Selection meeting will be taking place online.

- Priority①:[TGS Official Exhibitor Program] Exhibitor
- Priority②:[Online Exhibition] Exhibitor

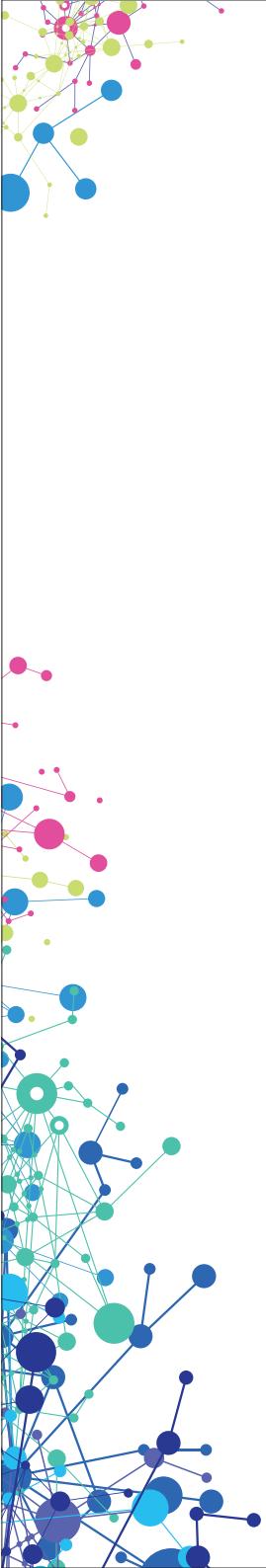
※Priority ①: The company and organization with largest number of applied booths in 2021 will be prioritized. For under same conditions, the number of slot participation for TGS2021 Official Exhibitor Program and exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority. If the conditions are still the same, a lottery will be applied.

※Priority ②: The company and organization with largest number of applied booths in 2021 will be prioritized. For under same conditions, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority. If the conditions are still the same, a lottery will be applied.

## ● [Amazon.co.jp Special Venue] Application Schedule and Payment Dues

PLATINUM/GOLD	Closing Date to Application June 18, 2021 (Fri.)	Closing Date for Payment July 30, 2021 (Fri.)
Others	June 25, 2021 (Fri.)	August 31, 2021 (Tue.)

Cancellation Fee: 100% of the exhibition fee  
(PLATINUM・GOLD: June 19 onwards / Others: June 26 onward)



## To Contact:

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**TOKYO GAME SHOW Overseas Management Office**  
**Email: tgs@congre.co.jp**

**To contact for Amazon.co.jp Special Venue**  
**TGS Management Office (DENTSU)**  
**Email:tgs@dentsu-eo.co.jp**

**<https://tgs.cesa.or.jp/en/>**