

TOKYO GAME SHOW 2019



Business Day

9/12・13
THU FRI

Public Day

9/14・15
SAT SUN

TOKYO GAME SHOW 2019

Period Business Day: September 12(Thu.) & 13(Fri.) 10:00 am - 17:00 pm

Public Day: September 14(Sat.) & 15(Sun.) 10:00 am - 17:00 pm

Venue **Makuhari Messe** (Chiba, Japan)

Hall 1-11, Event Hall, International Conference Hall

Organizer: Computer Entertainment Supplier's Association (CESA)

Expected Number of Visitors: 250,000

Co-Organizer: Nikkei Business Publications, Inc.

Expected Number of Booths: 2,000

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

TOKYO GAME SHOW (TGS) commits to a game industry evolving with new technologies and promotes to Asia and the world for business success.

TOKYO GAME SHOW(TGS) is actively expanded information of the games in Japan, Asia, and rest of the world. TGS2019 is a source of new movements such as 5G network, which brings game more comfortable and enjoyable by development of digital video distributions.

1 Approaching to Game Fan Communities

Games enabled to play with anyone anywhere and anytime. Games provide a fun to see and to support. Now games are connected with the world and create communities. TGS attracts game fans regardless of platforms.



2 Catching e-Sports Following Winds

e-Sports expands with larger scale even to involve in other industries. TGS2019 provides e-Sports arena "e-Sports X" at its venue and makes more fun of games. Competitions at the venue cover the enthusiasm of e-Sports by live video distributions with global scale.

3 Focusing on New Technologies Make Games Fun

Transformation of social infrastructure also key to expand the impact on the game. 5G(fifth generations mobile communication system) technology makes more comfortable to gaming environments by various services such as cloud gaming. TGS provides and creates opportunities your products and services on its BtoB functions as well.

4 Broadcasting the Fun of Games

TGS expands the online video distribution platforms, which will be reaching wider coverage to rest of the world. The online video streaming and archives will be broadcasting exhibitor's latest news, organizer stages, e-Sports competitions.

TGS 2018 in Number

■ Venue: Makuhari Messe	Exhibition Halls 1-11 (exhibit area : about 72,000 sqm), International Conference Hall and Event Hall
■ Number of exhibitors: 668 (330 from overseas)	
■ Number of booths: 2,338	
■ Display gaming titles: 1,568	
■ Number of visitors: Business Day	
Sep. 20 (Thu.)	31,961
Sep. 21 (Fri.)	36,356
Public Day	
Sep. 22 (Sat.)	107,310
Sep. 23 (Sun.)	123,063
Total	298,690

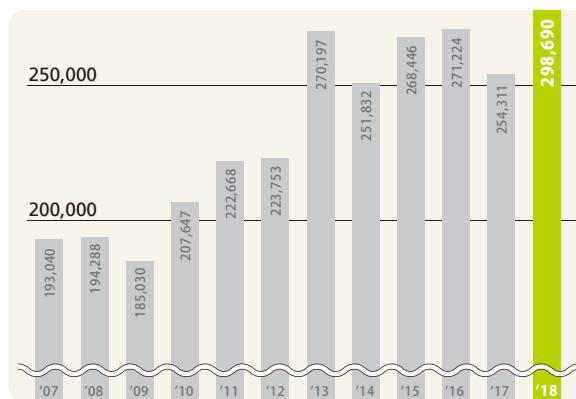
■ The Number of Media / Reporters

Media Categories	Media	Reporters
Web	888	3,060
Newspaper	79	156
News Agency	29	45
TV(Satellite TV/ CATV)	34	134
TV(Terrestrial)	114	489
Editor/ Freelance Writer/ Others	21	75
Radio	36	85
Magazine	328	719
Overseas Media	822	1,499
Total	2,125	5,512

■ The Number of Overseas Media

Country / Region	Media	Reporters
China	76	376
United States	60	244
Hong Kong	50	114
Taiwan	48	92
France	41	89
Italy	35	43
Korea	29	116
Thailand	22	76
Germany	22	55
United Kingdom	20	30
Canada	19	31

■ Number of Visitors



Booth Fee

[Tax included]

Note: 8% Japanese consumption tax will be applied.

S Space Only (3x3m)

JPY378,000

Except for

Business Meeting Area, *Merchandise Sales Area*

Space and Shell Scheme

P Package Booth (3x3m)

JPY486,000

TA Turnkey Booth A (2x2.5m)

JPY248,400

TB Turnkey Booth B (2x2m)

JPY248,400

TC

Turnkey Booth C (2x2m)

JPY248,400

TD

Turnkey Booth D (2x2m)

JPY248,400

TE

Turnkey Booth E (2x2m)

JPY248,400

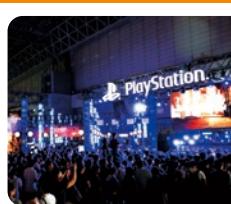
Exhibit Area

4-Day Exhibit

General Exhibition Area

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

S P TA



e-Sports Area

This is the exhibition area for e-Sports game, gaming devices, hardware, related-products and services.

Location: Hall 9-11

S P TC *No merchandise sales allowed for Turnkey booth.
*Unit price of merchandise products is limited to JPY30,000 max (incl. tax).
*Merchandise products are limited to e-Sports related products.



Game School Area

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

S P TA



Romance Simulation Game Area

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

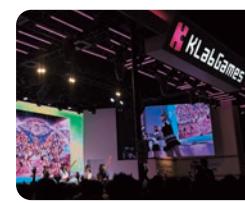
S P TB



Smartphone 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



VR/AR Area

This is the exhibition area for VR/AR games, devices, hardware and related services.

Location: Hall 9-11

S P TD *No merchandise sales allowed for Turnkey booths.
*Unit price of merchandise products is limited to JPY30,000 max (incl. tax).
*Merchandise products are limited to VR/AR service.



Indie Game Area

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

P Package Booth (3x3m) **JPY486,000** **TE** Turnkey Booth E (2x2m) **JPY248,400**

Special Booth (Width 1m x Depth 2m)

Screening Required

Application available in April

TGS is planning to offer sponsored booths for the purpose of supporting independent game developers who seek publishers and business partners, exploring the possibility of new games.

*Only selected exhibitors are able to exhibit in this booth. *Please refer to the official website for eligibility and application procedure.

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



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.

S Space Only (3x3m)

JPY432,000

P Package Booth (3x3m)

JPY540,000

*Unit price of merchandise products is limited to JPY30,000 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.



BtoB PROGRAM

Menu for business purpose exhibitors

Business Solution Area

Game-related BtoB 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



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)

TC Turnkey Booth C (2x2m)

JPY248,400

*Maximum 3 booths per company

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



Asia/Eastern Europe/Latin New Stars Area

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

This is the exhibition area targeting emerging companies in regions such as Asia, Eastern Europe and Latin countries. The concept is to introduce local "new stellar companies," such as promising game venture companies and tool development companies, to the game industry in Japan and the rest of the world.

2-Day Exhibit (Business Day)

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 available at lower fees.

*Free interpretation service (English/Japanese)

Meeting Room Booth

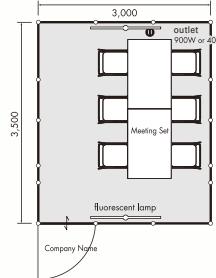
1-Booth Meeting Room (3x3.5m)

JPY486,000

JPY378,000

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

JPY378,000

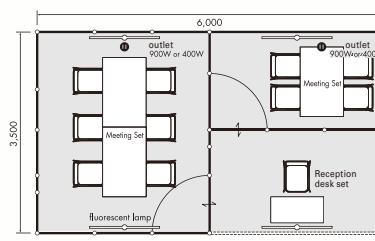


- ★Items
- 1 System wall (4 walls / white / Height 2400mm)
 - 2 Company name plate
 - 3 Fluorescent lamp (40W x 2 lamps)
 - 4 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
 - 5 Electrical power supply 100V 1Kw or Energy saving pack 100V 500W per booth
 - 6 Meeting Set (2 tables & 6 chairs)

2-Booth Meeting Room (6x3.5m) **JPY972,000**

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

JPY756,000



- ★Items
- 1 System wall (4 walls / white / Height 2400mm)
 - 2 Company name plate x 2
 - 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 (1 table & 4 chairs)

*Please ask the OMO if you apply for 4 or more tables.

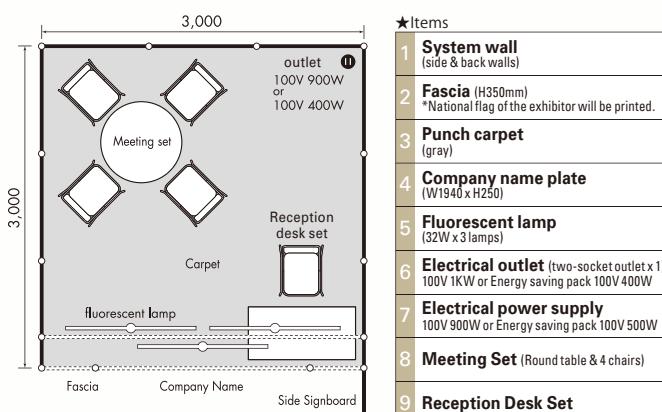
S Space Only (3x3m)

JPY378,000

P Package Booth (3x3m)

JPY486,000

*Max 3 booths per company



A great opportunity for your promotion on Business Day

Application deadline:

June 7 (Fri.), 2019

TGS Forum Sponsorship Session

TGS Forum 2019, 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: "REGULAR Session" (60 min.) and "SHORT Session" (30 min.). These sessions offer the best opportunities to promote your products and services as official programs of TGS.

REGULAR Session Fee JPY972,000

Date: September 13, 2019 / Capacity: 150 / Time: 60 minutes

Registration: Advance registration through the TGS official website / Equipment: projector, screen and microphones

Services:

1. Announcement and recruiting participants (Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum Program
3. Registration (pre-registration and on-site)
4. Provide list of attendees*
5. Live Streaming Service (upon request), Live Recording Service
6. TGS 2019 Business Day invitation tickets (100 sets)

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



SHORT Session Fee JPY540,000

Date: September 13, 2019 / Capacity: 100 / Time: 30 minutes

Registration: Advance registration through the TGS official website / Equipment: projector, screen and microphones

Services:

1. Announcement and recruiting participants (Through magazines, DM, e-DM, etc.)
2. Company logo on TGS Forum Program
3. Registration (pre-registration and on-site)
4. Provide list of attendees*
5. Live Streaming Service (upon request), Live Recording Service
6. TGS 2019 Business Day invitation tickets (25 sets)



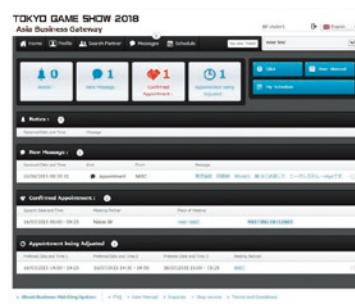
*Attendees' list is strictly confidential. Adherence to organizer's privacy policy is required.

Overseas Exhibitors' Services

TGS Business Matching System Free

TGS Business Matching System connects exhibitors with Business Day visitors or other exhibitors is available. Via PCs or smartphone/tablets, exhibitors can look up business partner, make an appointment, set up business meetings and reserve free-of-charge meeting space. The system is available both in Japanese and English.

System Flow



Exhibitor's Meeting Space in the Business Lounge 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 Lounge Free

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

Organizer's Projects for Exhibitors

■ e-Sports Stage

TOKYO GAME SHOW 2019 will be hosting an e-Sports stage "e-Sports X" to attract visitors for the fun of e-Sports.

■ International Networking Party

On the second Business Day, the evening of September 13, the International Networking Party will be held for overseas exhibitors and visitors from around the world for the exclusive purpose of business exchanges and networking.

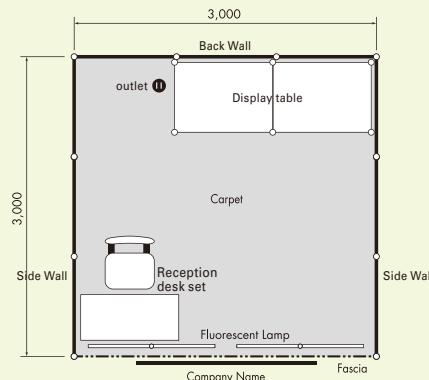
■ SENSE OF WONDER NIGHT (SOWN) 2019

This event spotlights game developers whose wellspring of ideas stir sense of wonder in the mind of game players. SENSE OF WONDER NIGHT 2019 introduces and awards these amazing game developers from all around the 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)



★Items

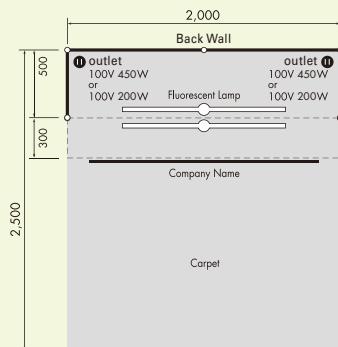
1	System wall (side & back walls)
2	Fascia (H300mm)
3	Punch carpet
4	Company name plate (W1800 x H200)
5	Fluorescent lamp (40W x 2 lamps)
6	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
7	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
8	Reception Desk Set
9	Display table with storage

Turnkey Booth

*Max 3 booths per exhibitor

TA Turnkey Booth A (2x2.5m)

- General Exhibition Area
- Game School Area



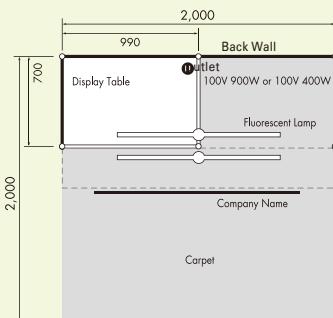
★Items

1	System wall (side & back walls)
2	Punch carpet
3	Company name plate (W1940 x H200)
4	Fluorescent lamp (40W x 2 lamps)
5	Electrical outlet (two-socket outlet x 2) 100V 450W x 2 or Energy saving pack 100V 200W x 2
6	Electrical power supply 100V 1KW or Energy saving pack 100V 500W

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

TB Turnkey Booth B (2x2m)

- Romance Simulation Game Area
- Smartphone Game Area

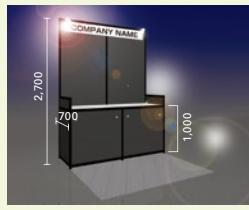
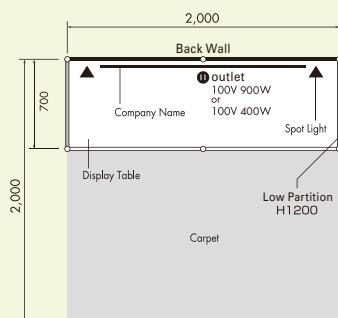


★Items

1	System wall (side & back walls / Gray)
2	Punch carpet
3	Company Name Plate (W1940 x H200)
4	Fluorescent Lamp (40W x 2 lamps)
5	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
6	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
7	Display table with storage (W990 x D700 x H1000 / Black)

TC Turnkey Booth C (2x2m)

- Business Solution Area
- e-Sports Area

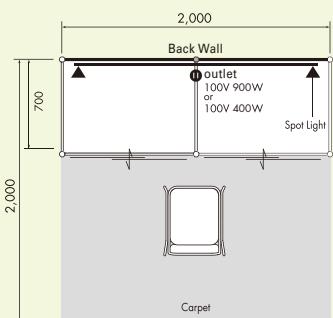


★Items

1	System wall (side & back walls)
2	Punch carpet
3	Company name plate (W1800 x H200)
4	LED Spotlight (15W x 2)
5	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
6	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
7	Display table with storage (W1980 x D700 x H1000 / Black)

TD Turnkey Booth D (2x2m)

- VR/AR Area

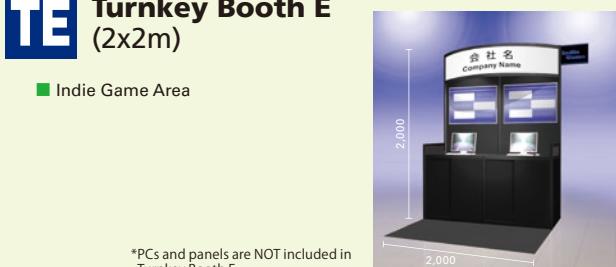


★Items

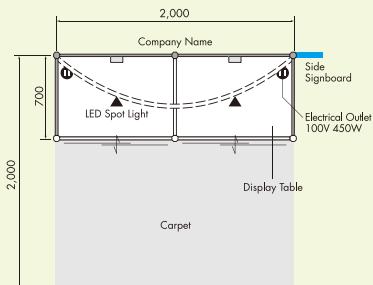
1	System wall (back wall / Black)
2	Display table with storage (W1980 x D700 x H1000 / Black)
3	Punch carpet
4	Company Name Plate (W1800 x H200)
5	LED Spotlight (15W x 2)
6	Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
7	Electrical power supply 100V 1KW or Energy saving pack 100V 500W
8	Stacking Chair x 1 (W480 x D520 x H880)

TE Turnkey Booth E (2x2m)

- Indie Game Area



*PCs and panels are NOT included in Turnkey Booth E.



★Items

1	System Wall (back wall / Black)
2	Fascia (H500mm)
3	Punch carpet
4	Company Name Plate (W1800 x H200)
5	LED Spotlight (15W x 2 lights)
6	Electrical outlet (two-socket outlet x 1) 100V 450W x 2
7	Electrical power supply 100V 1kW
8	Display Table with Storage (W1980 x D700 x H1000 Black-color)

Scenes from TGS2018



German Pavilion



Hyper X



PUBG



Eastern Europe New Stars Area



Business Lounge



International Party



Indonesia Pavilion



Indie Game Area

Booth Configuration and Location

Shape of the Booth Space

(For less than 40 booths)

- An exhibitor's space can be at most 7 booths in deep and in width, and aspect ratio has to be less than 1:3. However, 1 booth in deep and 3 booths in width can be applied to exhibit.

(For 40 or more booths)

- An exhibitor's space can be at most 7 booths in deep, and maximum of 8 booths in width in the case of less than 7 booth in deep.
- In case for exhibitor that applied for 49 booths or more, the shape of booth space should be applied to a multiple of 7 and 7 booths in deep.

Determination of Booth Location

- The location of booths will be determined at a booth location selection meeting to be held on June 17, 2019, (for exhibitors with 40 booths or more) and June 27, 2019 (for exhibitors with fewer than 40 booths).
- If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

Selection methods:

Exhibitors will choose booth locations in descending order of the number of applied booths.

In the case that there are exhibitors with the same number of booths, the order of selection will be decided as follows.

1. Exhibited last year (TGS 2018) and applied for the show before the deadline.

2. Exhibited last year (TGS 2018) and applied for the show after the deadline.

3. Did not exhibit last year and applied for the show before the deadline.

4. Did not exhibit last year and applied for the show after the deadline.

5. If there are several companies with the same requirements, CESA (Computer Entertainment Supplier's Association) members will be given the priority. If there are remaining exhibitors with the same condition, the order of selection will be decided by the lottery based on the registration order.

* Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

* In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

* It is not possible to change the number of booths at the booth location selection meeting.

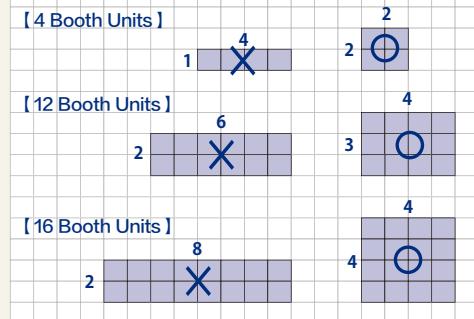
* If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area, with the applied area being unchanged.

* 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.

Available Booth Shape

Depth: (booth units/m)	Width: (booth units/m)							
	1(3m)	2(6m)	3(9m)	4(12m)	5(15m)	6(18m)	7(21m)	8(24m)
1(3m)	●	●	●	✗	✗	✗	✗	✗
2(6m)	●	●	●	●	●	✗	✗	✗
3(9m)	●	●	●	●	●	●	●	✗
4(12m)	✗	●	●	●	●	●	●	●
5(15m)	✗	●	●	●	●	●	●	●
6(18m)	✗	✗	●	●	●	●	●	●
7(21m)	✗	✗	●	●	●	●	●	●

Example: Available Booth Size Configurations



Application Procedure to Exhibit

Application and Payment

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

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 25 to June 16, 2019: 50% of Exhibition fee

After June 17, 2019: 100% of Exhibition fee

Schedule



<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 Phone: +81-3-3512-5670 Fax: +81-3-3512-5680

