

# TOKYO GAME SHOW 2024

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

Event Name: TOKYO GAME SHOW 2024

Period: September 26(Thu.)~ 29(Sun.)

Business Day: September 26 (Thu.) 10:00-17:00

September 27 (Fri.) 10:00-17:00

Public Day: September 28 (Sat.) 10:00-17:00

September 29(Sun.) 9:30-16:30

Venue:Makuhari Messe

※Some exhibits and projects are only available through online.

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. DENTSU INC.



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# Concept and Outline about TGS2024

In September 2023, TOKYO GAME SHOW 2023, which used the entire Makuhari Messe for the first time in four years, ended with a great success. With the largest number of exhibitors ever, the largest number of overseas exhibitors, the largest number of booths, and the third largest number of visitors in our history, we were able to overcome Covid-19 and once again hold the "fully revived" TOKYO GAME SHOW that you have been waiting for.

Although TOKYO GAME SHOW 2023 was highly acclaimed by many exhibitors and visitors, there were, of course, challenges. Many people said that the show was too cramped, too hot, and too crowded, and at the same time, problems with the expansion of the show were brought to light, such as the fact that the official merchandise was sold out and that the venue was too large for visitors to reach their desired destinations.

In response to these issues, TOKYO GAME SHOW 2024 will evolve further. First of all, the distribution studio for official programs that was set up in Hall 11 last year will be relocated, and all of Hall 1 through 11 will be used as the exhibition area. This will allow for wider aisles and a venue plan that can accommodate a larger number of booths. We will also review the layout plan for large booths to maximize the number of booths available for exhibitors and reduce congestion, thereby improving exhibitor and visitor satisfaction.

Furthermore, this year we plan to implement a number of measures to increase the number of visitors from overseas. We will also form partnerships with travel agencies to allow game fans from around the world to experience a closer Japan and a closer TOKYO GAME SHOW. We hope to create a robust TOKYO GAME SHOW that can meet the various needs of the world, and together we will create a one-of-a-kind event that is second to no other game or entertainment event in the world.

This year's show will run for four days from Thursday, September 26 to Sunday, September 29, with a Business Day and a Public Day. The name "TOKYO GAME SHOW" is merely a platform for game events, and it is the exhibitors who form the content of the show. This year, 250,000 people are expected to gather for its vast and fascinating content. We would like to create an event that will satisfy as many of these 250,000 game fans as possible and that they can truly enjoy, so we hope you will consider exhibiting.

February 2024

## TGS2024 Theme

# Trailblaze the World with Gaming

ゲームで世界に先駆けろ。

游戏,敢為天下先!

遊戲,敢為天下先!

The days of being able to be as hot as you want are back.

The time has come back to do what you love and enjoy it to the fullest.

Now is the time for the game to take the lead and make the world more exciting.

Game, now is the time to show your true colors.

We're going to surprise everyone more with technology they haven't seen yet.

You'll make people roar for more with ideas they haven't seen yet.

It's a story we haven't seen yet, and it's going to bring people more excitement.

Now go to TOKYO GAME SHOW, one of the world's largest.

Share your thoughts together in the home of the game.

Come on, take it, love of the game around the world.

# TGS2024 Outline

# Event Outline Point

1

## Exhibit and Visit Globally

In past years, overseas exhibitors have accounted for about half of all TGS exhibitors, and TGS2024 will actively attract overseas visitors. TGS2024 will actively promote globalization through promotions in major Asian cities and tour planning in cooperation with travel agencies.



2

## Maximize and Optimize the Exhibition Hall

TGS reviews the exhibition hall layout and decentralize large booths to both maximize the number of available booths and reduce congestion. In addition to providing a venue for as many exhibitors as possible to participate, we will also improve the venue environment.



3

## Broader and Deeper Information

Actively attract domestic and foreign press and influencers. In addition, TGS have prepared a system that allows them to request exhibitors to conduct interviews and play games in advance. TGS encourages exhibitors to disseminate information more widely and deeply to trade visitors and game fans.



# Real (In-Person) Exhibit Area

Hall 1-8

## General Exhibition Area

4 days

Area features digital entertainment products and services

[Exhibit Products/Services] game software, game console, other game-related products/services

● Regular Booth  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● Turnkey Booth  
(2m in width x 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 1-8

## Smartphone Game Area

4 days

Area features smart device game on iOS, Android smartphones, social games on mobile device and PC browser.

[Exhibit Products/Services] smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.

● Regular Booth  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● Turnkey Booth  
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**Booth Fee: JPY 275,000.- per booth (tax incl.)**

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Hall 1-8

## Game Academy Area

4 days

Area spotlights game schools for future game developers, research institutes.

[Exhibit Products/Services] high school, game vocational School, university, graduate school, research institutes, etc.

● Regular Booth  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

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**Booth Fee: JPY 275,000.- per booth (tax incl.)**

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# Real (In-Person) Exhibit Area

Hall 9-11

## Gaming Lifestyle Area

4 days

For game users, gaming is a way of life. This area proposes game furniture, soundproof rooms, soundproof apartments, and products and services that create a comfortable gaming environment.

[Exhibit Products/Services] Products specialized for gaming lifestyle, products and services that offer a comfortable gaming lifestyle, etc.

- Regular Booth  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

- Turnkey Booth  
(2m in width x 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

## Gaming Hardware Area

4 days

This area is designed to deliver hardware and gaming devices to a wide range of PC game users.

[Exhibit Products/Services] Gaming PC, Game-related Devices, Control Devices.

- Regular Booth  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

- Turnkey Booth  
(2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

## Indie Game Area

4 days

Area for indie game developers and publishers to showcase their completely original games for all platforms.

[Exhibit Products/Services] Completely original indie game software (secondary content cannot be exhibited regardless of whether or not permission is granted)

※Game platform company can not exhibit in this area. TGS offers special sponsorship plan for game platform companies. For more detail, please contact OMO.



- Regular Booth (3m in width X 3m in depth)  
**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

- Turnkey Booth (2m in width X 2m in depth)  
**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



- Selected Indie 80  
(1m in width X 2m in depth)  
**Prior Screening Required**  
Refer to Selected Indie 80 call for entry

Free exhibit booths are available with the aim of supporting small teams, startups and other indie game developers who are exploring new game possibilities and seeking publishers and business partners.

※Prior screening is required to entry. The application process is different from the regular exhibition.

※Please refer to "Selected Indie 80 Call for Entry" for more detail.

# Real (In-Person) Exhibit Area

Hall 9-11

## AR/VR Area

4 days

**Area features AR(Augmented Reality)・ VR (Virtual Reality)・MR(Mixed Reality)related game software, hardware**

[Exhibit Products/Services] AR/VR/MR-related hardware, related game, development tools and services

● **Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth (2m in width X 2m in depth)**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

※**About the exhibition of VR equipment for amusement game**

AR/VR Area and other areas of the TOKYO GAME SHOW are not intended for the exhibition of amusement-only VR equipment. However, devices that can be used with game consoles may be exhibited.



Hall 9-11

## eSports Area

4 days

**Area features e-Sports games (console, smartphone, and PC), hardware, devices, peripherals that related to e-Sports**

[Exhibit Products/Services] e-Sports related game software, gaming PC, gaming device, and e-Sports services

● **Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth (2m in width X 2m in depth)**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

## Merchandise Sales Area

4 days

**Area for merchandising of game-related products.**

[Exhibit Products/Services] music CD, video products, related hardwares, and game-related merchandises,books, etc.

※Only publishers exhibiting in other sections can sell game software.

※From 2023, the maximum price limit for products for sale has been removed.

● **Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 440,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 594,000.- per booth (tax incl.)**

※Turnkey booth scheme does not set at Merchandise Sales Area.

※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.

※Merchandise Sales Area is expected to be very crowded. Please be taking consideration the waiting space for visitors in the booth in advance, taking into consider in the booths.



# Real (In-Person) Exhibit Area

**BtoB PROGRAM** Hall 1-8

## Business Solution Area

**Business** **2 days** **4 days**

**Area featuring for game-related BtoB companies/organizations. This area offers both 2-days and 4-days exhibit day options.**

[Exhibit Products/Services] Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions

Regular booths can be exhibited for 2 days on Business Day or 4 days. Turnkey booths are only available for the two Business Days. TGS Forum Sponsorship Sessions are also available as an option. Please refer to [TGS Forum Sponsorship Session Guide](#) for more detail.

**● Regular Booth** **2 days** **4 days**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**  
※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**  
※For exhibitors exhibiting only on the two Business Days, move-out time will be approximately two hours after the end of the Business Day. Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

**● Turnkey Booth (2m in width X 2m in depth)** **2 days**

**Exhibition Period: September 26 & 27**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**  
※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to [\(Guide for Package Booth\)](#) for the details of the basic decoration.



**BtoB PROGRAM** Hall 1-8

## AI Technology Pavilion

**Business** **2 days**

**Area featuring for AI technology showcase within Business Solution Area.**

[Exhibit Products/Services] AI development tools/middleware, AI platforms, AI technology vendors, AI content generation tools, character AI solutions, navigation AI, meta AI, other AI technology solutions, etc.

Regular booths can be exhibited for 2 days on Business Day ONLY. TGS Forum Sponsorship Sessions are also available as an option. Please refer to [TGS Forum Sponsorship Session Guide](#) for more detail.

**● Regular Booth** **2 days**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**  
※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**  
※Move-out time will be approximately two hours after the end of the Business Day. Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

**● Turnkey Booth (2m in width X 2m in depth)** **2 days**

**Exhibition Period: September 26 & 27**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**  
※Turnkey booths can be connected to maximum of 3 booth per exhibitor.  
※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to [\(Guide for Package Booth\)](#) for the details of the basic decoration.

# Real (In-Person) Exhibit Area

BtoB PROGRAM International Conference Hall

## Business Meeting Area Business 2 days

TGS sets "Business Meeting Area" where allows for meaningful business discussion in a quiet, calm atmosphere during Business Day at TGS. The area offers to private meeting room booths and basic table space at lower fees.

[Exhibit Products/Services] Game-related BtoB companies/organizations

● **Meeting Room Booth**  
(Closed conference room space is available for one company.)  
**JPY 539,000.- (tax included)**

For exhibitors with booth in other area  
**JPY 429,000 (tax included)**

※Please ask the OMO if you apply for 4 or more booths.  
※Please refer to [Guide for Package Booth] for more detail.

● **Basic Table Space**  
(Exclusive table meeting space is available for one company.)  
**JPY 220,000 (tax included)**

※Please ask the OMO if you apply for 4 or more booths.  
※Please refer to [guide for Package Booth] for more detail.

**Exhibition Period: September 26 & 27**



## About Exhibit Rules

If you wish to exhibit, please refer to "Rules Governing TOKYO GAME SHOW 2024" (Refer to page 26).

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2024" (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").

# For Real (In-Person) Exhibit at Makuhari Messe①

## Exhibit Area

Real(in-person) exhibitors at the TOKYO GAME SHOW can choose to exhibit at the booth for 2 days ONLY (\*1) on the Business Days (September 26 [Thu] and 27 [Fri]) or for the entire 4 days (\*1). Please note that the schedule and amount of money you can choose depends on the exhibit area and contents.

**The exhibition halls will be located throughout Makuhari Messe (Halls 1-11, International Conference Hall, and Event Hall), but the halls may be changed depending on the number of exhibitor applications. The actual layout will be announced at the exhibitor briefing to be held on Thursday, July 4.**

Target	Exhibit Area	Exhibit Product / Services	Exhibit Day	Booth Type		Merchandising	Exhibition Hall	Remarks for Real (in-person) Exhibit
				Package Booth	Turnkey Booth			
For Public and Business Day Visitors	● General Exhibition	game software, game console, other game-related products/services	4-Days Exhibit	●	●	×	Hall 1-8	
	● Smartphone Game	smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.	4-Days Exhibit	●	●	×	Hall 1-8	
	● Game Academy	high school, game vocational School, university, graduate school, research institute, etc.	4-Days Exhibit	●	●	×	Hall 1-8	
	● Gaming Hardware	gaming PC, Headphone, Controller, Gamepad, Keyboard, Joystick, Other Hardware Devices	4-Days Exhibit	●	●	▲*3	Hall 9-11	
	● Gaming Lifestyle	indie game ※Please refer to the area detail of exhibit target on page	4-Days Exhibit	●	●	▲*3	Hall 9-11	
	● Indie Game	indie game contents ※Please refer to page 9 for more details.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
	● AR/VR	AR/VR/MR related hardware, related game software, development environment, related services, etc.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
	● e-Sports	e-Sports related game software, gaming PC, gaming device, and e-Sports services	4-Days Exhibit	●	●	▲*3	Hall 9-11	
For Business Day Visitors	● Merchandise Sales	music CD, video products, related hardwares, and game-related merchandises,books, etc.	4-Days Exhibit	●	—	●	Hall 9-11	
	● Business Solution	Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions	4-Days or 2-Days Exhibit/ Business Day	●	●	×	Hall 1-8	Turnkey booth is available ONLY for Business Day (2-days) exhibit.
	● AI Technology Pavilion (at Business Solution Area)	Area featuring for AI technology showcase within Business Solution Area.	2-Day Exhibit (Business Days)	●	●	×	Hall 1-8	
For Business Day Visitors	● Business Meeting Area	Game-related BtoB companies/organizations that wish to hold business meeting	2-Day Exhibit (Business Days)	※	※	×	International Conference Hall	※Please refer to "Business Meeting Area" for more detail.

\*1 Booth exhibits (Regular Booth and Turnkey Booth) include the contents of Online Exhibits.

\*2 For booth exhibitors, only sales of newspapers and books are allowed in areas other than the Indie Game Area and Business Meeting Area.

\*3 Exhibitors are allowed to sell exhibits, but not related products or goods. In addition, merchandise sales are allowed only in regular booths. Exhibitors in turnkey booths and "Selected Indie 80" exhibitors in the Indie Game Area are not allowed to sell merchandise.

## Exhibit Booth

There are two types of exhibit booths: Regular Booth and Turnkey Booth. If you choose to exhibit in Regular Booth (3mx3m), ONLY the space is included in the exhibition fee.

If you choose to use Regular Booth, you will be required to prepare your own booth furniture and fixtures or use a package (shell scheme) booth provided by TGS Management Office (additional fee).

If you wish to exhibit in Turnkey Booth, you will be required to use a booth that includes basic decorations prepared by TGS Management Office (including the exhibition fee).

There are restrictions on the size and shape of the booth, so please refer to TGS Exhibition Regulations.



Regular Shell Scheme Booth  
(3mX3m/Booth)

Turnkey Booth  
(One Booth: 2mX2m/Specification may change by exhibiting area.)

# For Real (In-Person) Exhibit at Makuhari Messe②

## Content Provided to Real Exhibitors

**The following contents, services, and functions will be provided to real exhibitors. For details, please refer to the Online Exhibition Guide.**

- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction page on TGS Official Website. (The exhibitor introduction page will be available in both Japanese and English (Japanese and English information will be provided by exhibitor).
- Exhibitors can use TGS Business Matching System provided by TGS with free of charge, which enables exhibitors to make appointments and conduct business meetings with other exhibitors and participants with business purposes (to be recruited separately) in a one-stop service. (Both in real and online).

## Priority Order of Booth Location Selection

• The location of booths will be determined at a booth location selection meeting to be held on June 10, 2024, (for exhibitors that applied for 40 booths or more) and July 4, 2024 (for exhibitors that applied for 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.

• Method of Booth Location Selection

### ● For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

### ● For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2023) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※ If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※ 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 and configurations 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.

※ 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.

※ 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.

● Exhibitors with less than 40 booth spaces may exhibit a maximum of 7 booth spaces, both vertically and horizontally, with a height/width ratio of less than 1:3. However, exhibitors are allowed to have 1 vertical booth x 3 horizontal booths and 4 vertical booths x 8 horizontal booths.

● For exhibitors with 40 or more booth spaces, the maximum number of vertical booth spaces should be 7, and for exhibitors with less than 7 vertical booth spaces, the maximum number of horizontal booth spaces should be 8.

● For exhibitors with 49 or more booth spaces, please apply for booths in multiples of 7. In such cases, be sure to use 7 booth spaces for the vertical.

Example: Available Booth Size Configurations

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

[4 Booth Units] 1 2 3 4

[10 Booth Units] 2 3 4 5

[12 Booth Units] 2 3 4 6

[16 Booth Units] 2 3 4 8

# Online Exhibits

TGS2024 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 free trial experience, and conduct online business meetings.

## Exhibit Area

- General Exhibition
- Smartphone Game Area
- AR/VR Area
- eSports Area
- Gaming Hardware Area
- Gaming Lifestyle Area
- Game Academy Area
- Indie Game Area
- Merchandise Sales Area
- Business Solution Area
- AI Technology Pavilion (at Business Solution Area)
- Business Meeting Area

※TGS2024 has set exhibition categories so that visitors can easily access 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 TGS2024. Online exhibitors may not exhibit together with more than one company.

※CERO (Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" rating.<https://expo.nikkeibp.co.jp/tgs/2022/pdf/Guidelines.pdf>

## 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 2024".**

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 (CESA), as well as Nikkei Business Publications, Inc. and DENTSU Inc.

## Contents and Services Provided to Exhibitors

### The following contents, services and functions will be provided to exhibitors.

- 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 TGS Business Matching System to online business meeting.

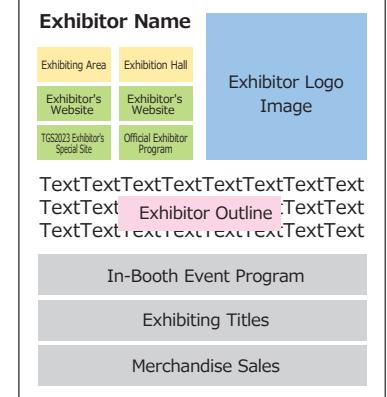
## Exhibit Fee

**JPY 275,000**

(tax inclusive)

## TGS Official Website

### Exhibitor's Introduction Page (Image)



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

- Logo and Image (Game Play, etc.)
- Introduction Text
- Exhibit Category Tag
- Web Linkage
- Video Linkage
- Linkage to Business Matching System

# TOKYO GAME SHOW Digital World 2024

TOKYO GAME SHOW VR (TGSVR) will be renamed

## TOKYO GAME SHOW Digital World

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

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

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

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



SP



PC



PC VR



Standalone VR

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

### TGS2024



### TGS Digital World 2024



This document is a proposal document as of February 2024 (date of distribution), and implementation details are subject to change.

This does not represent a promise that the measures in this document will be provided only to your company, nor do we promise the details of project implementation, etc.

# Benefits of TGS Digital World

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

1

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

2

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

3

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

4

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

TGSVR  
2023  
Results



**Exhibitors and Sponsors:** 33 companies

**Total number of visitors:** 319,967 people

**average length of stay:** Approx. 48 min.

**Device Ratio:** VR 33.8% PC 41.2% SP 25.0%

**Online:** Domestic and foreign total:More than 1,700 articles

**Number of YouTube posts:** Domestic and foreign total:More than 160 videos

**Number of X Post:** More than 37,000 postings

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

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

TOKYO GAME SHOW VR official website <https://tgsvr.com/>

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

# TGS Digital World 2024 Plans

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

## Supplementary information

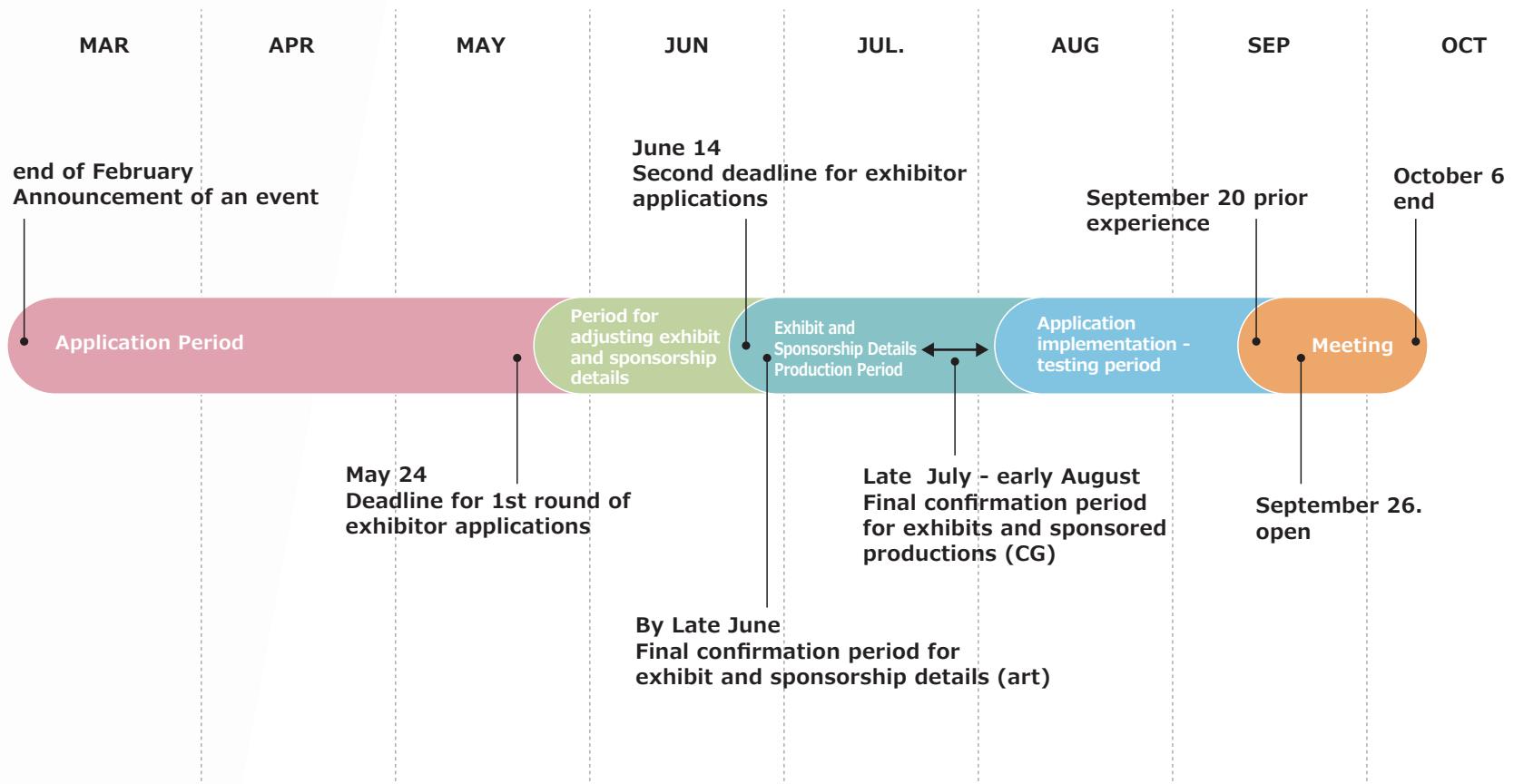
\*The above menu is in the development stage. The contents may be subject to change.

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

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

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

# TGS Digital World 2024 Application and Implementation Schedule



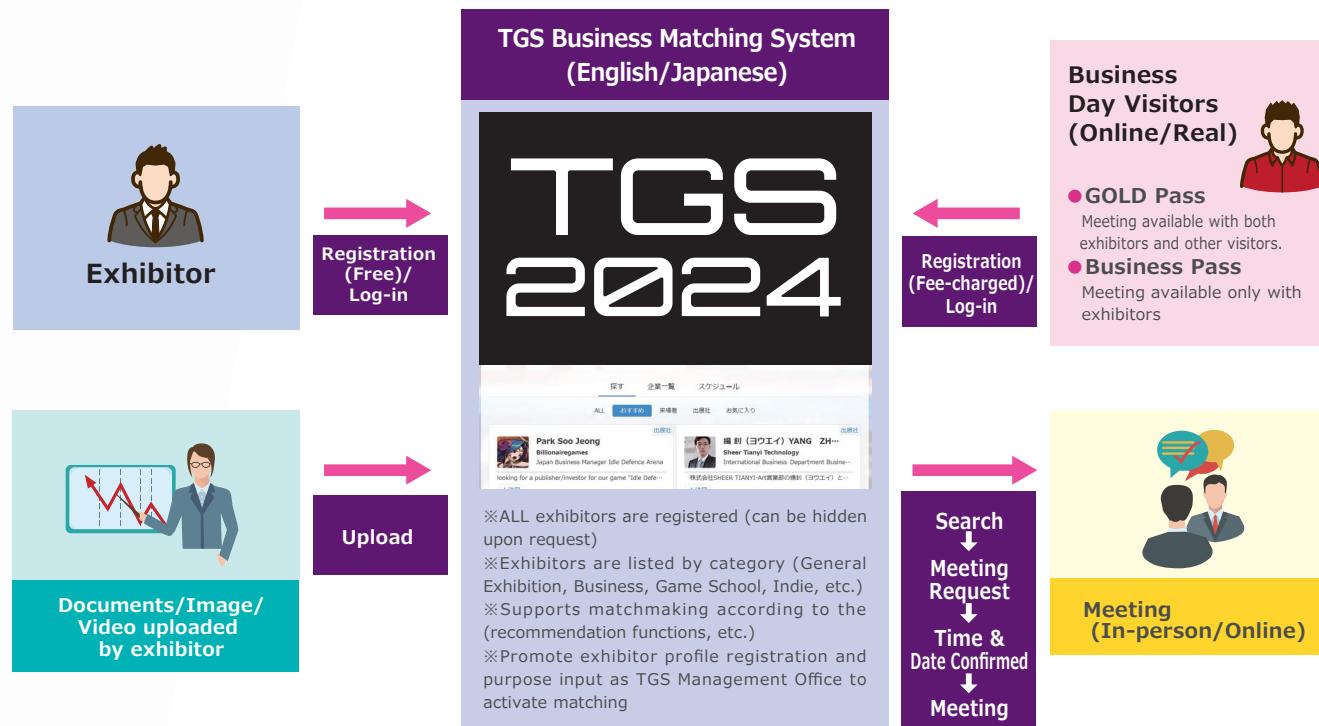
If there are still spaces available for exhibitors and sponsors after the first round of applications and decisions, a second application period will be held to accommodate the remaining number of spaces.

\*The above schedule is subject to change.

# TGS Business Matching System

Available from Friday, August 9 (planned)

TGS2024 will introduce a business matching system (business meeting appointment system) that all exhibitors can use free of charge in order to revitalize the game industry and encourage its globalization. This system will provide a one-stop service for everything from business meeting requests to meetings during TGS. In addition to exhibitors, business visitors (including online participants) will also be registered, allowing business meetings not only between exhibitors, but also between exhibitors and business visitors. This is a hybrid system that enables both real venue and online appointments for business meetings. This system will also be used by many overseas exhibitors/visitors. A number of global business meetings will also be held. The business matching system is scheduled to be in operation from Friday, August 9, and can be set up as a business meeting date from Thursday, September 26 to Sunday, September 29.



# Official Exhibitor Program

TGS2024 delivers its official programs from around 10:00 am to around 24:00 pm over the four days of the show, which will be available on YouTube, X, Nico Nico, and various other video platforms in Japan and abroad. In addition to delivering organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)," we will also have slots available to deliver programs announcing new titles and new information from exhibitors (official exhibitor programs). This year, TGS will not have a dedicated studio in Makuhari Messe, but will deliver the complete package prepared by exhibitors or live from a separate studio or stage inside the venue. We are also offering a special discount for exhibitors who participated in the Official Exhibitors' Program last year.

## Official Exhibitor Program (Regular Distribution) Participation Fee

- **General Slot JPY 2,750,000.- (tax incl.)**
- **Golden Slot JPY 3,850,000.- (tax incl.)**

※Fee is based on 50 minutes per one slot.  
※This participation fee does NOT include exhibition fees for TOKYO GAME SHOW 2024. ONLY exhibitors on this (either online or real) event are eligible to participate the program.  
※General Slot:11:00a.m. ~ 5:50p.m. Golden Slot:6:00p.m. ~ 11:50p.m.

### Special Discount Offers for TGS Official Exhibitor Program:

Exhibitors with the official TGS2023 exhibitor program receive JPY500,000 OFF the above amount for the participation fee.

## Program Outline

The program provides participating exhibitors the following items, service and functions.

### ● 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. (Exhibition Fee for the program will be double. )

### ● Available Slots: September 26 (Thu.) through September 29 (Sun.)

\*Available Slots: See previous page in "Yellow" for General Slots and "Brown" for Golden Slots.

\*Contact OMO if you wish to deliver at a time other than the program frame in the timeline.

### ● Programs will be streaming at the following TGS channels.

YouTube/Twitter/niconico/Twitch/TikTok/STEAM/DouYu/bilibili/HUYA/Douyin/Xigua/Toutiao

\*The above video platform is subject to change without prior notice.

\*Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

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

\*TGS2024 Official Exhibitor Program Time Slot Meeting will be holding on June 14 (for Priority ① and ②) and June 27 (for Priority ③ and ④). At the meeting, each exhibitor picks 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 larger 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 will be charged.).

The right of decision by applicable exhibitor(s) will be remained by one business day after the selection meeting.

(e.g.) In case an exhibitor who applied for Golden Slot does not have any Golden Slot available at the time of selection, the exhibitor may cancel the application without paying for any cancellation fee.

However, if there is a Golden Slot available, even if it is not the time slot you originally requested, an exhibitor will be charged an cancellation fee if it may cancel.

\*It is possible to select a different time slot from the one you applied for at the program slot selection meeting (General Slot or Golden Slot). The participation fee for the determined time slot will be applied.

## Selection Priority for Official Exhibitor Program

※Program Time Slot Selection Meeting will be holding online.

**Priority ①:**Game Console Platform Company

**Priority ②:**Exhibitor that participated in the preceding show (TGS2023) with Official Exhibitor Program

**Priority ③:**Exhibitor that participated in the preceding show (TGS2023)

**Priority ④:**Other Exhibitor

※For priority ①and②, the exhibitors with the largest number of slot participations in 2023 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2024 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2024 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※"Exhibitors who have met the application deadline" means exhibitors whose application forms reach the Secretariat by the application deadline.

※1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

# Official Exhibitor Program

## Offering to Participating Exhibitors

### ● Simultaneous distribution will be available on the official TGS channel and the TGS special site.

※Exhibitors will be able to distribute their own packaged videos (files that can be distributed as they are, including video, audio, and tickers) on the official TGS channel.

Please note that the organizer will not provide a studio for live streaming this year.

※Video platforms for simultaneous distribution will include YouTube, X, Nico Nico, Twitch, TikTok, Steam, DouYu, bilibili, Huya, Douyin, Xigua, Toutiao, and others.

※Video platforms are subject to change.

※Depending on the content of the distribution to Chinese video platforms, it may not be possible to distribute to China. Please understand this in advance.

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

### ● To enhance the dissemination of information overseas, an English simultaneous interpretation version will be distributed in parallel with the original version (included in the participation fee).

※Additional distribution fees (transmission fees) will be charged for distribution from exhibitor booths or separate studios within the Makuhari Messe venue.

※Pre-recording and editing (produced by the organizer) is an option (for a fee). The date of pre-recording will be decided upon consultation.

※The organizer will arrange for simultaneous interpreters in English. If you would like a simultaneous interpretation version in a language other than English, this is an option (for a fee).

## Optional Menu

### ● For special designs / decorations, productions, and other options tailored to the exhibitor, Management Office will make a separate quotation upon consultation.

### ● Casting of guests (celebrities, voice actors, etc.) and various customization services are not included in the participation fee. Please refer to the "Guide to TGS Official Exhibitor Program" for details on these options.

# Official Exhibitor Program Slot Time Schedule (Tentative)

※Timetable is subject to change without prior notice.

 Organizer Program  General Slot  Golden Slot

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

		10:00a.m.	11:00a.m.	12:00p.m.	1:00p.m.	2:00p.m.	3:00p.m.	4:00p.m.	5:00p.m.	6:00p.m.	7:00p.m.	8:00p.m.	9:00p.m.	10:00p.m.	11:00p.m.
9/26 (Thu.)	Organizer Program	Opening	Keynote Speech	Japan Game Awards Games of the Year											
9/27 (Fri.)	Official Exhibitor Program	General Slot	General Slot	General Slot	General Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	Golden Slot	
9/28 (Sat.)	Organizer Program	Sense of Wonder Night													
9/29 (Sun.)	Official Exhibitor Program	General Slot	General Slot	General Slot	General Slot	General Slot	Golden Slot								
	Organizer Program	Japan Game Awards Future Division	Ending Program												
	Official Exhibitor Program	General Slot	General Slot	General Slot											

- If an exhibitor wishes to set the program between midnight and 10:00am, additional extra-hour fee will be charged.  
●The above time zone is based on JST (Japan Standard Time).

# TGS Forum Sponsorship Session

TGS Forum, a seminar program focusing on the latest trends and business developments in the game industry, will be held during Business Days of TOKYO GAME SHOW. A two-day "Sponsorship Session" slot will also be available for exhibitors to present their products, services, and technologies to industry professionals. In addition, the Japan e-Sports Union (JeSU) will host the "e-Sports Conference," a session slot dedicated to e-sports, where seminars related to the e-sports business will be held. TGS Forum will be streamed live and archived for a limited time. Furthermore, the e-sports conference will be available for online viewing by TGS Business Day registrants as well as JeSU member companies and organizations. On-demand plans are also available for online exhibitors to stream seminar videos.

## Real Venue Session

Two types of real venue session slots are available with different number of seats and lecture time. e-Sports Conference ("e-Sports Conference" hosted by JeSU), which specializes in the theme of eSports business, will be held on Friday, March 27. For this slot only, not only TGS2024 Real exhibitors but also JeSU member companies and organizations can sponsor (30-minute slot only).

Regular Session <R>	Short Session <S>	e-Sports Conference <J>
※Available Slots: 6 ※Eligibility: TGS2024 Real Exhibitors ONLY	※Available Slots: 8 ※Eligibility: TGS2024 Real Exhibitors ONLY	※Available Slots: 4 ※Eligibility: TGS2024 Real Exhibitors and JeSU Member ONLY
■ Time / Sponsorship Fee <b>60 min. / JPY 1,320,000 (tax incl.)</b>	■ Time / Sponsorship Fee <b>30 min. / JPY 880,000 (tax incl.)</b>	■ Time / Sponsorship Fee <b>30 min. / JPY 880,000 (tax incl.)</b>
■ Real Venue 120 pax	■ Real Venue 60 pax	■ Real Venue 60 pax

NOTE: Only [Real Venue Session] is eligible menu for real exhibitors of TGS2024. Therefore, exhibiting a booth or participating in the Business Meeting Area (business meeting area) is required to participate in this event. However, JeSU member companies and organizations can be sponsored by the "e-Sports Conference" slot even if they are not exhibiting at TGS2024.

## Speaking Slots

<R>:Regular Session (60min.) <S>:Short Session(30min.) <J>: e-Sports Conference (30min.)  
Each session slot timeframes are subject to change.

Sep.26(Thu.)	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		Organizer's Session	R1	R2	R3		
Short 60 pax		Organizer's Session	S1	S2	S3	S4	S5
Sep. 27(Fri.)	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		Organizer's Session	R4	R5	R6		
Short 60 pax	S6	S7	S8	J1	J2	J3	J4

eSports Conference(Organizer:JeSU)



For details, please refer to the "TGS Forum Sponsorship Session Sponsorship Plan Information".

Closing Date:June 21 (Fri.), 2024

## Online Session

Online Sessions is available for exhibitors to deliver their seminar videos on-demand.

### TGS Forum Online Session

※Eligibility:TGS2024 Exhibitors

#### ■ Time / Fee 30min. / JPY550,000.- (tax incl.)

※TGS Business Day registration is required to watch the sessions.

### e-Sports Conference Online Session

※Eligibility:TGS2024 Exhibitors/JeSU Membership Companies/Organizations

#### ■ Time / Fee 30min. / JPY550,000.- (tax incl.)

※TGS Business Day registration or JeSU Members are required to watch the sessions.

## ■ Online Session Outline

- Seminar videos will be distributed designated on demand channel.
- "TGS Online Sessions" can be viewed by TGS Business Day registered visitors and TGS2024 exhibitors.
- "e-Sports Conference Online Sessions" can be viewed by TGS Business Day registered visitors, TGS2024 exhibitors, and JeSU member companies.
- Only exhibitors (real or online) can be sponsored "TGS Online Sessions".
- "e-Sports Conference Online Sessions" are open to exhibitors (real and online) as well as JeSU member companies and organizations. The seminar video must be pre-recorded and delivered with a complete package with its lengths must be no longer than 30 minutes.

## Other Sponsorship·Advertising Menu

### Sponsorship Fee

JPY1,650,000.- (tax incl.)

#### ●e-Sports Conference Special Sponsorship

Special sponsorship menu (with competition exclusion) to promote "companies/organizations involved in the e-sports business and not eligible to exhibit at TGS" to the real venue audience of the e-sports conference and the online audience of the TGS Forum.

#### ●Video Commercial

Video advertisement (30 seconds or less) before the start of all sessions, including the e-Sports Conference, for the audience at the venue and online viewers

### Advertising Fee

JPY330,000 (tax incl.)

※Available Slots: 4

# Other Organizer's Projects/ Exhibit & Sponsorship Plans

(Detail will be announced)

## ● "CREATOR LOUNGE" (tentative)

Last year, for the first time, influencers who distribute live video games and other videos on social networking sites were allowed to enter the Business Day. This year, we will do the same and encourage influencers to visit the show from Business Day. In addition, a "Creator Lounge" will be set up again this year to serve as a base for influencers when they visit the exhibition. This area will offer sponsorship plans so that game publishers and companies that provide products, equipment, and services for creators can promote their products and services to influencers.

## ● Supporting Project "Selected Indie 80"

In order to create opportunities for indie games to attract more attention, we have prepared "Selected Indie 80" again this year, a framework that allows indie game developers, both corporate and individual, to exhibit at TGS for free. This project is made possible by the support of our sponsors. Game platformers, game publishers, PC/monitor companies, and others who are willing to support this event are encouraged to consider sponsorship. Sponsors will receive a variety of benefits, including logo display, exhibition space, and use of meeting tables.

## ● International Party

On the evening of the second Business Day (September 27), TGS2024 will hold a networking party for domestic and international exhibitors, members of the press, and Business Day Gold Pass holders to exchange business ideas. (Location:TBA)

## ● "STEAM" Special Venue

A special page dedicated to TGS2024 will be opened on the PC game distribution platform STEAM, displaying TGS exhibitors' titles distributed on STEAM by categories such as "game genres" and "unreleased titles" to attract visitors to the sales page.

## ● Advertising Menu/Special Sponsorship (Fee-Charged)

TGS offers a plan for signage and banner advertising on real traffic lines inside and outside the venue, as well as on online traffic lines. TGS2024 also have a special sponsorship menu that allows non-gaming related companies to promote their products at TGS2024.

Plan using these services in conjunction with your exhibit. For details, please refer to the attached "TGS2024 Advertising and Sponsorship Guide".

## ● Organizer's Special Stage at Makuhari Messe

At TGS2024, a special stage will be set up by the organizers in the Makuhari Messe Exhibition Hall. Various stage programs, including keynote speeches, which are new this year, are planned. We also plan to sell sponsorship packages for the available stage slots. As soon as the details are finalized, we will announce them on the official website and by e-mail.

**In addition, TGS2024 is planning various projects. Will be posting as soon as possible on TGS official website.**

# Press Services for Exhibitors

## ● Press Information Distribution Service (Free)

Exhibitor's own press release 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 TGS2024. TGS Management Office have created an environment that we can deliver high-quality news and articles by media partners with popular media around the world.

## ● Exhibitor News

TGS2024 has "Exhibitor News" column where exhibitors post information.

# 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 2024" (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 2024

### ■ TOKYO GAME SHOW 2024 Overseas Management Office (OMO)

The OMO is the operating secretariat of TOKYO GAME SHOW 2024 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 Organizer 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 Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer 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 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 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 Organizer. The Organizer and OMO have 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.

The 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 Organizer and the Exhibitor to exhibit in the SHOW.

### ■ Restriction of Real (In-Person) and 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 real (in-person) and online sales of products related to software not in compliance with the Ethical Rules is prohibited. The real (in-person) and 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.  
※For game software, please refer to the Restrictions of Exhibition Categories.
- 3.Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with OMO in advance.

### ■ Restrictions of Exhibit Categories

- Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.
- ※Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.
- ※Exhibitors in Halls 9, 10, and 11 (excluding AR/VR, eSports, Gaming Hardware, Gaming Lifestyle and Selected Indie 80 exhibitors), as well as exhibitors in the Family Game Park, may sell only their exhibits in their regular booths the same as in Merchandise Sales Area.
- If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.
- If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with OMO in advance.

### ■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by Organizer.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the Organizer determine that a booth is in violation of this rule, Organizer will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", Organizer has an authorization to cancel an exhibition, and each exhibitor must follow Organizer instructions regardless pre and ongoing exhibition periods.

- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The Organizer will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the Organizer's determination.
- (5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of the Organizer.
  - Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by the Organizer 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 the Organizer 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.

### ■ Exhibitor Name

• Exhibitors acknowledge that OMO may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

### ■ Determination of Booth Location at Real Venue

• The location of booths will be determined at a booth location selection meeting to be held on Monday, June 10, 2024, (for exhibitors that applied for 40 booths or more) and Thursday, July 4, 2024 (for exhibitors that applied for 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.

• Method of Booth Location Selection

### ■ For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

### ■ For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

• The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2023) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)

2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.

3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.

4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※ If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※ 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 and configurations 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 Organizer, or may be asked to change the depth-to-width ratio of the exhibition area.

※ To reduce congestion, booth locations may be limited to 40 booths or more per area (Halls 1-3, 4-6, 7-8, and 9-11). Detailed rules will be shared at the booth location selection meeting.

※ 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 Organizer, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

※ 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.

※ The floor map will be available for the first time at the time of the selection meeting. Please note that they will not be shared in advance.

### ■ Shape of the Booth Space

• The shape of the booth space (booth depth, \_\_\_\_ and booth width, \_\_\_\_ ) should be applied for by placing whole numbers in the appropriate spaces.

● For less than 40 booths: The maximum number of booth spaces is 7 in both vertically and horizontally, with an aspect ratio of 1:2 or less.

However, exhibitors are allowed to have 3 booths (1 in depth x 3 in width), 21 booths (3 in depth x 7 in width), or 32 booths (4 in depth x 8 in width).

● For 40 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth.

• 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 depth.

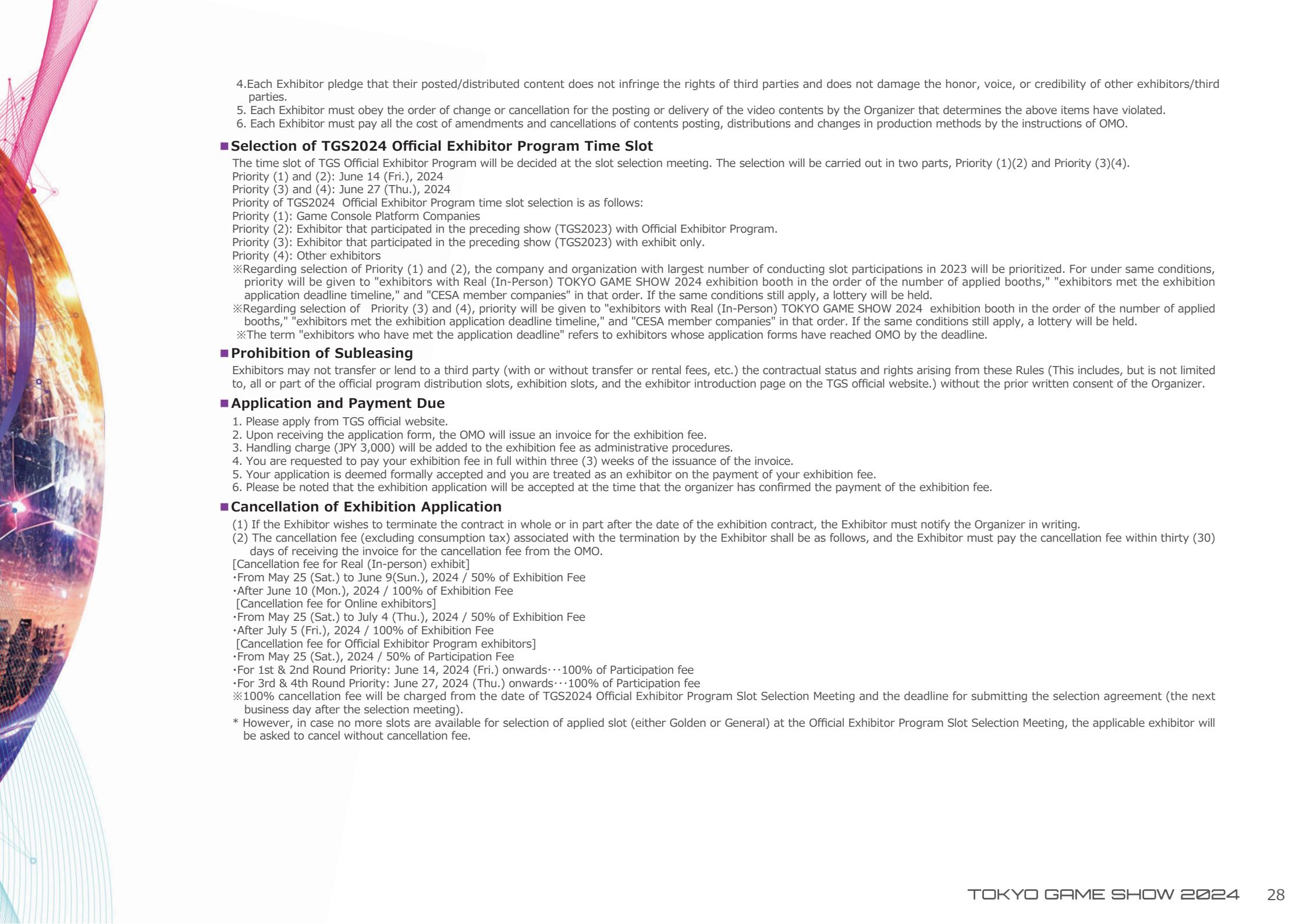
• To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

### ■ 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 the Organizer.

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", the Organizer has an authorization to cancel or to change an exhibition.

- 
- 4. Each Exhibitor pledges 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 Organizer 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.

### ■ Selection of TGS2024 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): June 14 (Fri.), 2024

Priority (3) and (4): June 27 (Thu.), 2024

Priority of TGS2024 Official Exhibitor Program time slot selection is as follows:

Priority (1): Game Console Platform Companies

Priority (2): Exhibitor that participated in the preceding show (TGS2023) with Official Exhibitor Program.

Priority (3): Exhibitor that participated in the preceding show (TGS2023) with 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 2023 will be prioritized. For under same conditions, priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2024 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※Regarding selection of Priority (3) and (4), priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2024 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※The term "exhibitors who have met the application deadline" refers to exhibitors whose application forms have reached OMO by the deadline.

### ■ 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 (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of the Organizer.

### ■ Application and Payment Due

1. Please apply from TGS official website.
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
4. You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
5. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.
6. 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 of Exhibition Application

(1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the Organizer in writing.

(2) The 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 for Real (In-person) exhibitors]

- From May 25 (Sat.) to June 9 (Sun.), 2024 / 50% of Exhibition Fee
- After June 10 (Mon.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

- From May 25 (Sat.) to July 4 (Thu.), 2024 / 50% of Exhibition Fee
- After July 5 (Fri.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Official Exhibitor Program exhibitors]

- From May 25 (Sat.), 2024 / 50% of Participation Fee
- For 1st & 2nd Round Priority: June 14, 2024 (Fri.) onwards...100% of Participation fee
- For 3rd & 4th Round Priority: June 27, 2024 (Thu.) onwards...100% of Participation fee

※100% cancellation fee will be charged from the date of TGS2024 Official Exhibitor Program Slot Selection Meeting and the deadline for submitting the selection agreement (the next business day after the selection meeting).

\* 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.

## ■ Liability for Damages

- (1) The 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 real exhibitions and the content posted or distributed in the SHOW.
- (2) Exhibitors shall process the rights to the exhibition, and 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.
- (3) Exhibitors 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.
- (4) The 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.
- (5) The OMO shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6) Due to the epidemic and spread of various types of virus 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, or cancellation of the exhibition based on the organizer's own judgment, the Organizer 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.
- (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that OMO cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).

## ■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

## ■ 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

## ■ Sharing of Personal Information among Nikkei BP

Nikkei BP, as the primary acquirer of personal information for TOKYO GAME SHOW 2024, will comply with laws and other regulations regarding the protection of personal information and will acquire personal information as follows.

- (1) Company Name: Nikkei Business Publications, Inc. (Nikkei BP)
- (2) Personal information manager: Nikkei BP Personal Information Manager
- (3) Purpose of use

- 1. To provide purchased / registered products / services
- 2. To deliver DMs and questionnaires
- 3. For office work and inquiries

- (4) Purpose of sharing personal information

Nikkei BP group companies use your personal information in accordance with the purpose of usage stated under Nikkei BP's "Personal Information Protection Policy" and "About Personal Information Collection". We will not provide any personal information collected by Nikkei BP to any third party.

- (5) Entrustment of handling personal information

We may outsource the handling of personal information to the extent necessary to a business consignment company that has a non-disclosure agreement regarding personal information.

- (6) If you cannot enter your personal information

We may NOT be able to provide the service unless you fill in your personal information.

- (7) Acquisition of personal information by a method that the person cannot easily recognize

On the Nikkei BP website and various Internet services, access information of users may be automatically acquired using IP addresses, cookies, web beacons, etc. as clues.

- (8) About anonymous processing information

When creating anonymously processed information, the personal information is processed according to the standards stipulated by the rules of the Personal Information Protection Commission, and at the time of creation and provision to a third party, the information about the individual included in the anonymously processed information is processed via the Internet, etc. Nikkei BP will publish the item.

- (9) Handling of personal information of people residing in the EU and the United Kingdom

Nikkei BP manages properly the personal information of people living in the EU (European Union including Iceland, Liechtenstein and Norway) and the UK in accordance with the General Data Protection Regulation (GDPR) and the English law equivalent to the regulation.

- (10) Handling of Personal Information of Residents of the State of California, United States of America.

Nikkei BP will properly manage the personal information of California residents in accordance with the California Consumer Privacy Act of 2018 and the California Privacy Rights Act.

Nikkei BP appropriately manages the personal information of California residents in accordance with the California Consumer Privacy Act of 2018 and the California Privacy Rights Act.

- (11) Contacts

Nikkei BP Fulfillment Services, Customer Support

Address: Japan Post, Kasai Post Office P.O. Box No. 20, zip code 134-8729

URL <https://bpcgi.nikkeibp.co.jp/toiawase.html>

## ■ Handling of Personal Information for Exhibitors from China

The registration information you provide will be obtained by Shanghai Lizhi Business Information Consulting Service Center with its privacy policy. This information will be provided to the Computer Entertainment Supplier's Association (CESA), the organizer of Tokyo Game Show 2024, and Nikkei BP and Dentsu, the co-organizers. After the information is provided to the third party, it will be managed under the responsibility of each company and may be used to send various types of information (e.g., e-mail, direct mail, surveys, etc.) directly to the customer. Please consent to the above before registering.

### Privacy Statement

Thank you for choosing to use the services of Shanghai Lizhi Business Information Consulting Center. We understand the importance of personal information and always prioritize your privacy and security. In order to protect your personal information rights, we hereby formulate this "User Personal Information Protection Statement" to clarify our regulations on the collection, use, storage, and protection of user personal information.

#### 1. Personal information collection

We only collect necessary personal information in accordance with laws, regulations, and relevant policies during the process of providing services to you. These information may include but are not limited to your name, gender, age, contact information, location information, etc. When collecting your personal information, we will inform you in advance of the purpose, method, and scope of collection, and obtain your explicit consent.

#### 2. Personal information usage

We promise to use your personal information only with your explicit consent in advance, or within the scope permitted by laws, regulations, and relevant policies. We will not sell your personal information to any third party, nor will we use it for any commercial purposes.

### 3. Personal Information Storage and Protection

We will take reasonable technical and management measures to ensure the security, confidentiality, and integrity of your personal information. We will strictly control access to your personal information and regularly conduct security checks on the system to prevent information leakage or abuse.

### 4. Correction and deletion of personal information

If you find that our personal information is incorrect or needs to be updated, or if you wish to delete your personal information, please inform us promptly through our customer service channel. We will verify and correct or delete your personal information as soon as possible.

\*The Computer Entertainment Supplier's Association (CESA), the organizer of Tokyo Game Show 2024, and Nikkei BP, the co-sponsor, and Dentsu are located in Japan, have a system for the protection of personal information that was promulgated in 2003. For more information, please visit the following WEB site.

<https://www.ppc.go.jp/en/legal/>

The Computer Entertainment Supplier's Association (CESA), Nikkei BP and Dentsu protect personal information in accordance with the "Eight Principles of the OECD Privacy Guidelines".

## ■ Handling of Personal Information for Exhibitors from Taiwan

The Taiwan External Trade Development Council (including corporations or organizations with business relationships, such as the Taiwan Trade Center, etc., please refer to the official website) respects and protects your privacy and personal data. To comply with the provisions of the Personal Data Protection Act (Chapter 1, Article 8), please review the following statement before you provide your personal information.

1. Purpose of collection: To assist Taiwanese companies and public sectors in promoting international trade, and related management.

2. Types of personal data: Identification, and other necessary personal data for the purpose of collection.

3. The period of using personal data:

Within the duration of the specific purpose mentioned above, and within the preservation period required by relevant laws, regulations or TAITRA's business operation.

\*The Computer Entertainment Supplier's Association (CESA), the organizer of TOKYO GAME SHOW 2024, and Nikkei BP, the co-sponsor, and DENTSU are located in Japan, have a system for the protection of personal information that was promulgated in 2003. For more information, please visit the following WEB site.

<https://www.ppc.go.jp/en/legal/>

The Computer Entertainment Supplier's Association (CESA), Nikkei BP and DENTSU protect personal information in accordance with the "Eight Principles of the OECD Privacy Guidelines".

# Schedule to Exhibit

## ● Procedure to Exhibit

Click the "To Apply" button for TGS2024  
(<https://tgs.cesa.or.jp/en/>)

Fill out the Exhibitor Application Form

Will receive an auto-reply email.

Confirmation of application by TGS Management Office

Email notification of acceptance of exhibit application

## ● Real Exhibit Application·Booth Location Selection·Payment Schedule

40 booths or more  
Fewer than 40 booths

Closing Date to Exhibit Application

May 24 (Fri.), 2024  
May 24 (Fri.), 2024

Booth Location Selection Meeting

June 10 (Mon.), 2024  
July 4 (Thu.), 2024

Exhibitor Briefing

July 4 (Thu.), 2024

Closing Date for Payment

July 31 (Wed.), 2024

Cancellation Fee: 50% of the exhibition fee  
(May 25 to June 9, 2024)

Cancellation Fee: 100% of the exhibition fee  
(June 10, 2024 onwards)

### Booth Location Selection Priority

#### ● For exhibitors that applied for

40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

#### ● For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:  
1.Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2023) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)  
2.Exhibitors that participated in the preceding Show but applied for booths after the deadline.  
3.Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.  
4.Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.  
※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.  
※The term "exhibitors who have applied by the application deadline" means exhibitors whose application forms have been received by OMO by the application deadline.  
※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 and configurations 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.  
※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.  
※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.  
※The floor map will be available for the first time at the time of the selection meeting. Please note that they will not be shared in advance.  
※Exhibitors with more than 40 booth units are scheduled to hold a booth location selection meeting on Monday, June 12, and exhibitors with less than 40 booth spaces on Tuesday, July 4.

## ● Online Exhibit Application·Payment Schedule

Closing Date to Exhibit Application  
May 24 (Fri.), 2024

Exhibitor Briefing  
July 4 (Thu.), 2024

Closing Date for Payment  
July 31 (Wed.), 2024

Cancellation Fee: 50% of the exhibition fee  
(May 25 to July 4, 2024)

Cancellation Fee: 100% of the exhibition fee  
(July 5, 2024 onwards)

# Schedule to Exhibit

## ● Official Exhibitor Program: Participation Application·Slot Selection·Payment Schedule

Priority①・②  
Priority③・④

Closing Date to  
Exhibit Application

May 24 (Fri.), 2024  
May 24 (Fri.), 2024

Official Exhibitor Program  
Slot Selection Meeting

June 14 (Fri.), 2024  
June 27 (Thu.), 2024

Exhibitor Briefing

July 4 (Thu.), 2024

Closing Date for Payment

July 31 (Wed.), 2024

Cancellation Fee: 50% of the participation fee  
(May 25, 2024 onwards)

Cancellation Fee: 100% of the participation fee  
(Priority①②: June 14, 2024 onwards / Priority③④: June 27, 2024 onwards)

### Official Exhibitor Program Slot Selection Priority

※Program Time Slot Meeting will be holding online.

Priority①: Game Console Platform Company

Priority③: Exhibitor that participated in the preceding show (TGS2023)

Priority②: Exhibitor that participated in the preceding show  
(TGS2023) with Official Exhibitor Program

Priority④: Other Exhibitor

※For priority ① and ②, the exhibitors with the largest number of slot participations in 2023 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have exhibited at TGS2023(※regardless of number of booths), exhibitors who have met TGS2024 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2024 exhibition application deadline timeline, and CESA member 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(50 minutes or 110 minutes) basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

## ● [TOKYO GAME SHOW Digital World] Application·Payment Schedule

Closing Date to  
Exhibit Application  
May 24 (Fri.), 2024

Exhibitor Briefing  
July 4 (Thu.), 2024

Closing Date for Payment  
July 31 (Wed.), 2024

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

Cancellation Fee: 50% of the participation fee  
(May 25 through July 4, 2024)

Cancellation Fee: 100% of the participation fee  
July 5, 2024 onwards

The order of selection for TGS Digital World 2024 will be determined by the selection committee only when the number of applications exceeds the number of spaces available. The order of priority is as follows:

Priority①: Exhibitor that participated TGSVR2023

※In case of the same conditions, priority will be given in the order of "exhibitors who have a real exhibit in 2024 and have the largest number of booths," "exhibitors who have met the application deadline," and "CESA member companies. If the same conditions are still met, a lottery will be held.

Priority②: Exhibitor that participated TGSVR2022 and TGSVR2021

The date and time of the selection meeting are scheduled as follows: 1st application: Tuesday, May 28, 2024; 2nd application: Tuesday, June 18, 2024.

Priority③: Other exhibitors

※The closing date for 2nd application will be Friday, June 14, 2024.

## To Contact

### **TGS Overseas Management Office (OMO)** [E-mail] [tgs@congre.co.jp](mailto:tgs@congre.co.jp)

#### **For Mainland China:**

c/o Shanghai Lizhi Business Information Consulting Service Center  
Phone: +86-156-9213-4311  
E-mail: [xue.hui@rich-event.link](mailto:xue.hui@rich-event.link)  
WeChat: xuehui481765

#### **For Taiwan:**

c/o Service Industry Promotion Center  
Taiwan External Trade Development Council (TAITRA)  
Phone: +886-2-2725-5200 ext 1942  
E-mail: [georgechou@taitra.org.tw](mailto:georgechou@taitra.org.tw)

**To Apply TGS Digital World 2024 E-mail:**  
**[tgsdw@dentsu-eo.co.jp](mailto:tgsdw@dentsu-eo.co.jp)**

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

To exhibit TGS2024, Click the "To Apply" button for TGS2024 (<https://tgs.cesa.or.jp/en/>)