Ideal Presentation Opportunities To Promote Your Product, Service, and Technologies !

TGS Forum Sponsorship Session

Guide

TGS Management Office

TGS Forum, a seminar program focusing on the latest trends and business developments in the game industry, will be held during the Business Days of TGS2023. This year, the event has been expanded to two days on Thursday and Friday. Exhibitors will be able to present their products, services, and technologies to industry professionals during the two-day "Sponsorship Sessions".

In particular, this year, the Japan e-Sports Union (JeSU) will establish an e-Sports Conference within the TGS Forum, which will focus on e-sports, and seminars related to the e-sports business will be strengthened. The TGS Forum will be streamed live and archived for a limited time.

The e-Sports conference will be available online to TGS Business Day registrants as well as JeSU member companies and organizations.

On-demand plans are also available for online exhibitors, who can also stream seminar videos.

Exhibition Hall (Hall 1-8)

Real Venue Sessions

■**Date** September 21(Thu.) & 22 (Fri.)

　　　　※TGS2023 Business Day

■**Venue: Int'l Conference Hall**
　　Makuhari Messe
　　※ Area circled in red on the right map

Sponsorship Session Real (In-Person) Venue
The venue is adjacent location where Business Meeting Area, Business Lounge, and other business meeting location will be installing.

■Sponsorship Outline

●Two types of sponsorship slots for real venue sessions with different seating sizes and lecture times
●New this year, the "e-Sports Conference" (sponsored by JeSU), which focuses on the theme of e-sports business, will be held on Friday,22 September. Not only TGS2023 Real exhibitors, but also JeSU member companies and organizations can be sponsored this slot (30-minute slot only).

Regular Session <R> ※Available Slots: 3 ※Eligibility:TGS2023 Physical Exhibitors	Short Session <S> ※Available Slots: 10 ※Eligibility:TGS2023 Physical Exhibitors	e-Sports Conference <J> ※Available Slots: 5 ※Eligibility:TGS2023 Physical Exhibitor・JeSU Member Companies/Organizations
■Time/Fee 60min./JPY1,320,000.-(tax incl.) ■Real Venue 120 pax ■100 TGS2023 Business Day Invitation Tickets	■Time／Fee 30min./JPY880,000.-(tax incl.) ■Real Venue 60 pax ■50 TGS2023 Business Day Invitation Tickets	■Time／Fee 30min./JPY880,000.-(tax incl.) ■Real Venue 60 pax ■50 TGS2023 Business Day Invitation Tickets

NOTICE:Real Venue Session is a menu for real exhibitors of TGS2023. Therefore, exhibiting a booth or exhibiting at Business Meeting Area is required.
However, JeSU member companies or organizations can be sponsored the "e-Sports Conference" slot even if they are not exhibiting at TGS2023.
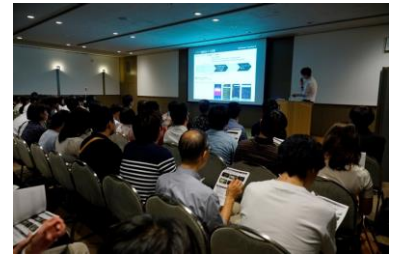
■Speaking Slots

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

Sept. 21(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

Sept. 22(Fri)	10am	11am	12	1pm	2pm	3pm	4pm
Short 60 pax		TGS Organizer's Session		S6	S7	S8	S9	S10
Short 60 pax		JeSU Organizer's Sesion		J1	J2	J3	J4	J5

e-Sports Conference（Organzied by：JeSU）

Regular Session Image（120 pax）

Short Session Image（60 pax）

■ ＜R＞＜S＞ ＜J＞Sessions - Inclusive Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
2. Put sponsored company logo on TGS Forum Program (advertisement, signboard, website)
3. Registration service for attendees (pre-registration, issuing session tickets, on-site registration)
4. Online Streaming (Live / Archive) ※Archive distribution will be September 23 (Sat.) through October 6(Fri.)
 *Recorded archive data will be supplied to sponsored companies.
5. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
6. Provide list of attendees
   *In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.
   *The contact information includes the followings.
   -**Name (both Japanese and English), E-mail address, Company name, Division / Dept., Company address, company phone number**

●The number of seats in real venues are subject to change from the default number. TGS Management Office do not guarantee the number of attendees.
●No competitors will be eliminated from the sponsorship session menus. Please note that there is a possibility that other companies' advertisements may be shown before the start of each sponsorship session.
●Interpretation services are available upon request with fee-charged basis. Please contact OMO for details.
●Please note that session times and venues are subject to change.

■Time & Date Slot

TGS Management Office will determine the slots (day and time) for the physical venue sessions.
Please consult with us for customization to meet your needs, such as using multiple slots in a row.

A sponsorship menu of online sessions is available for exhibitors to deliver their seminar videos on-demand.

TGS Forum Online Session ※Eligibility：TGS2023 Exhibitors	e-Sports Conference Online Session ※Eligibility：TGS2023 Exhibitors・JeSU Membership Companies/Organizations
■Time／Fee　**30min.／JPY550,000.-(tax incl.)** ※TGS Business Day registration is required to watch the sessions.	■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 TGS2023 exhibitors.
●"e-Sports Conference Online Sessions" can be viewed by TGS Business Day registered visitors,TGS2023 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.

　※Online Session Period: September 21 (Thu.) through October 6 (Fri.)

■ Supplemental Services

①Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
②Placement of sponsored company logo (one) on TGS Forum Program (advertisement, signboard, website)
③Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
④ Provide list of attendees

　*The contact information includes the followings.
　-Name, E-mail address, Company name, Division / Dept., Company address, company phone number
　*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.

■Sponsorship Outline

● Special sponsorship menu for promotion by "companies and organizations involved in the e-sports business but not yet qualified to exhibit at TGS" for real venue attendees of the e-sports conference and online viewers of the TGS Forum.

※ Companies eligible for sponsorship include food and beverage-related companies, fashion and apparel-related companies, and other sponsors of e-sports tournaments, etc.

※ There will be elimination for sponsors; limited to one sponsor per category.

■ Supplemental Service

① Posting logo banners displayed at real venue of e-Sports Conference. (Two Locations)

② Posting logo on TGS Forum Online viewing screen and sponsor page (also available by TGS Business Day registered visitors)

③ Video advertisement (30 seconds or less) before the start of the session for real venue audience of the eSports Conference and online viewers.

④ Able to promote e-Sports Conference to real venue attendees (Distributed Onsite)

⑤ Posting logo at TGS Forum information signage at TGS venue

⑥ 50 Complimentary TGS Business Day Invitation Tickets

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

<To Apply>
Before applying, please confirm with OMO for available sponsorship.
※Participation in this sponsorship is limited to "companies and organizations that are involved in the e-sports business and are not qualified to exhibit at TGS.
※There will be elimination for sponsors; limited to one sponsor per category.

【Sponsorship Outline】

● The sponsor's video ad (30 seconds or less) will be distributed before the start of the sponsorship session.

  ※ For sponsors of sponsorship sessions, the ad can also be shown before their own session.

● The video ad will be played before the start of the seminar not only online but also in the seminar venue.
  ※ For sponsorship session sponsors, the video ad can be played before their own session.

● Video data will be delivered to OMO as pre-recorded package. （Data Format : MP4）

● 【Pre-Recorded Data Closing Date : September 13（Wed.）】

■Streaming Timeline Image

Sep.21 & 22	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		Organizer's Session		R	R	R	
Short 60 pax		Organizer's Session		S	S	S	S	S

Sponsorship Fee
JPY**330,000**(tax incl.) ※Available Slots: 4

<To Apply>
Please contact OMO to confirm the availability of slots before applying.
※Participation in this project is limited to exhibitors at the real venue or online exhibitors.
※If more than one company applies, the order of delivery of video ads will be in the order of application receipt.

- **YMTC and its gaming SSD product PC005 Active with Xtacking® 3D NAND technology**

- **（**(Sponsored by : YANGTZE MEMORY TECHONOLOGIES）

- **How to Go Big & Go Local with Instagram** (Sponsored by : Facebook)

- **Think Gaming, Think Pangle: Monetize with TikTok For Business Demand and Grow Users with High IAP Impact**
  (Sponsored by : Pangle)

- **The Middle East's Gaming Boom**   (Sponsored by : Bahrain Economic Development Board)

- **Data Driven Cutting Edge! What marketing strategies are now required to create hit titles?** (Sponsored by : Repro)

- **Your Gateway to Middle East and North Africa (NEMA)**   (Sponsored by : DUBAI MEDIA CITY)

- **What are the long-term measures for mobile games to prevent fraud and generate revenue?** (Sponsored by : AppsFlyer Japan)

- **First Step toward Entry into eSports ～ BenQ, RIZeST, Susanoo: Unveil Three players' Efforts All at Once**

  （Sponsored by : BenQ Japan）

- **Mobile Game Developers and Huawei** (Sponsored by : HUAWEI MOBILE SERVICES)

- **'Living Asset' NFTs: Playing Fair in the Metaverse** (Sponsored by:Freeverse.io)

- **Today's Blockchain Game and The Future**(Sponsored by: double jump.tokyo)

- **Ashfall: First Look Of The New Wasteland** (Sponsored by:NetEase Games)

- **Content Growth Strategies Leveraging Twitter** (Sponsored by:Twitter Japan)

- **Service first, make greater games together with developers** (Sponsored by:Huawei Technologies Japan）

- **Next-Gen Blockchain Game -Monetization Strategy-** (Sponsored by:PolkaFantasy)

- **Explaining the latest trend of app advertising "mobile DSP" from scratch** (Sponsored by:Moloco)

- URLs for online viewing will be assigned individually to Business Day registrants and exhibitors who wish to view the event, and can be accessed from their own registration pages.

- Icons (thumbnails) of live, on-demand, and archived sessions appear on the viewing screen, and the viewer selects and clicks on the session he or she wants to watch.

- TGS will systematically record the people who watched the session and provide the information on the audience of the session to the sponsor as a third party.

Click on the session you wish to show.

Viewing Image

【Reference】Online Viewing Screen Image② ※Actual image may be changed.

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- On the live, on-demand, and archived online viewing pages, the logos of the companies participating in the sponsorship sessions are displayed at the bottom of the viewing screen.

Sponsored Company Introduction Image

Click Sponsor Logo

- Click on the sponsor's logo at the bottom of the viewing screen, and the introduction page of each company will appear in the area circled by the red frame above.

- On the introduction page, you can post an introduction of your company or product, embed videos, and post documents.

●TGS Forum Sponsorship Session
Closing Date： June 16 (Fri.)

※**Fill out the form "TGS Forum Sponsorship Session Application Form" and email the following address.**

※**Application will be accepted by First-come, First-Serve Basis**

To Contact

TGS Overseas Management Office (OMO)

【E-mail】

tgs@congre.co.jp