

# TOKYO GAME SHOW 2024

## Guide To Advertisement & Sponsorship

Update : 2024.2.29

# **Physical Ads (Makuhari Messe)**

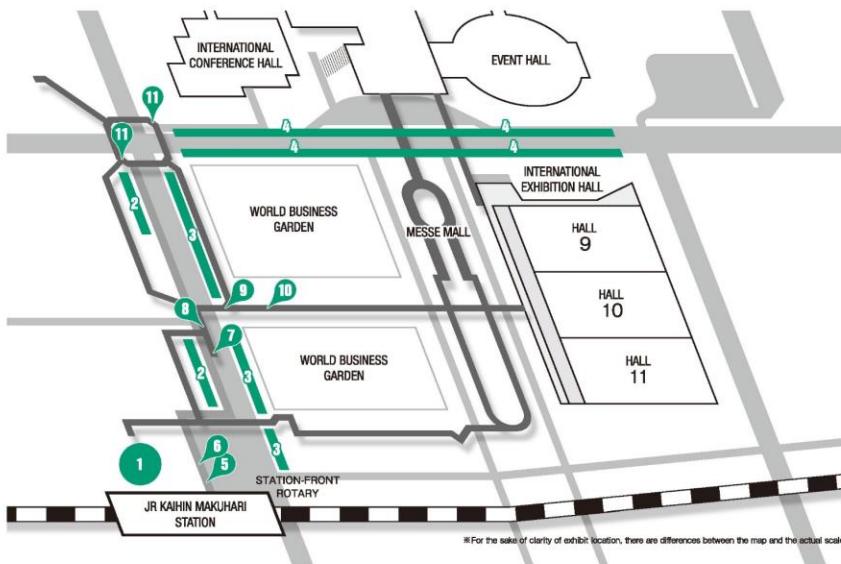
# SPECIAL ZONE OUTDOOR ADVERTISEMENT

## SPECIAL ZONE OUTDOOR ADVERTISEMENT

All the design data must include The logo of TOKYO GAME SHOW 2024 and Exhibiting booth number Hall number (Makuhari Messe Hall 1-11) and Event date (September 26 through 29)

►Deadline for Screening by City of CHIBA: July 11 (Thu.)

►Material Deadline: August 19 (Mon.)



### 1 KAIHIN MAKUHARI Station Plaza Flag

[ Advertising Specifications ]

- Material: Fabric
- Size: W500mm X H2400mm (Variant/Both Sides)
- Finish: Data Output
- Location: Station Plaza

\*Please contact OMO for more detail.



JPY : 1,980,000 per unit

Purchase Unit: 10 sets / 1 Unit  
Offering Unit: 1 Unit

### 2 International Street Flag A

[ Advertising Specifications ]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street



JPY : 550,000 per unit

Purchase Unit: 10 Sets / 1 Unit  
Offering Unit: 1 Unit

### 3 International Street Flag B

[ Advertising Specifications ]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street



JPY : 605,000 per unit

Purchase Unit: 12 Sets / 1 Unit  
Offering Unit: 1 Unit

### 4 Messe Street Flag

[ Advertising Specifications ]

- Material: Fabric
- Size: W500mm X H1500mm (Variant/Both Sides)
- Finish: Data Output
- Location: Messe Street



JPY : 4,180,000 per unit

Purchase Unit: 35 Sets / 1 Unit  
Offering Unit: 1 Unit

### 5 Station Plaza Arcade Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W3500mm X H900mm (Both Sides)
- Finish: Data Output
- Location: Station Front Shelter (Roof Covered Sidewalk)

STATION-PLAZA ROTARY  
JR KAIHIN MAKUHARI Sta.

JPY : 1,815,000 per unit



Purchase Unit: 4 Boards (Both Sides) / 1 Unit  
Offering Unit: 1 Unit

### 6 Station Plaza Column-Covered Advertisement

[ Advertising Specifications ]

- Material: Fabric
- Size: W1230mm X H1800mm
- Finish: Data Output
- Location: Station Plaza Roof Covered Sidewalk

STATION-PLAZA ROTARY  
JR KAIHIN MAKUHARI Sta.

JPY : 715,000 per unit



Purchase Unit: 4 Sets / 1 Unit  
Offering Unit: 1 Unit

### 7 PLENA Side Pedestrian Bridge Upper Banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W500mm X H450mm
- Finish: Data Output
- Location: Pedestrian Bridge at PLENA Side



JPY : 220,000 per unit

Purchase Unit: 1 Set / 1 Unit  
Offering Unit: 1 Unit

### 9 Pedestrian Bridge Handrail Banner B

[ Advertising Specifications ]

- Material: Plastic Sheet
- Size: W300mm X H300mm
- Finish: Data Output
- Location: Pedestrian Bridge



JPY : 1,540,000 per unit

Purchase Unit: 14 Sheets / 1 Unit  
Offering Unit: 1 Unit

### 10 Skyway Column banner

[ Advertising Specifications ]

- Material: Fabric
- Size: W1100mm X H1500mm
- Finish: Data Output
- Location: Pedestrian Bridge



JPY : 330,000 per unit

Purchase Unit: 2 Sheets / 1 Unit  
Offering Unit: 1 Unit

All the application for SPECIAL-ZONE ADVERTISEMENT are required for prior screening to clear the advertisement insertion upon standard of the City of CHIBA.  
Please contact OMO for the advertising criteria.



#### Criteria for Special Zone Design in the City of CHIBA

- Do not spoil existing sceneries or interfere with traffic safety in background by using black or primary color(s) for the ground color.
- Do not spoil existing sceneries or interfere with traffic safety by using fluorescent paint, luminescent paint or reflective material, etc.
- To minimize the number of letters.

Please have the submitted data ready by Thursday, July 11, 2024.  
Final application will be made after the criteria are cleared.

Please contact OMO for detail of the criteria.

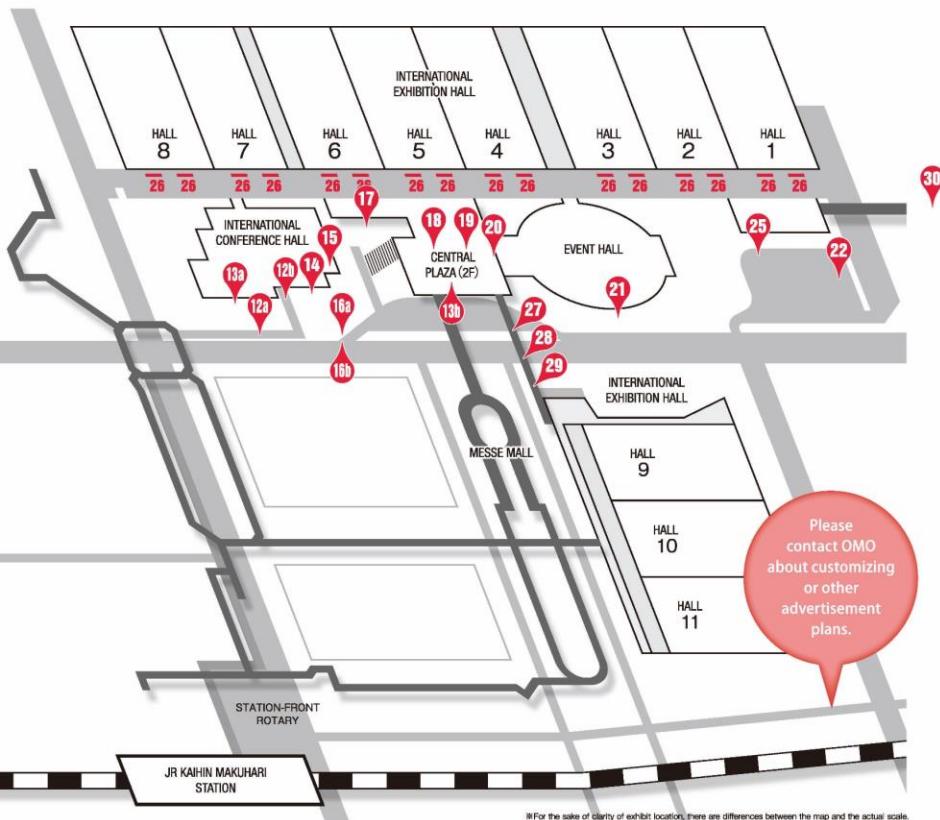
\*Please contact OMO for more information about grommets and bag stitching. \*All ad sizes without units are expressed in mm.

# OUTDOOR ADVERTISEMENT

All the design data must include Exhibiting Hall Number, Exhibiting Booth Number, TOKYO GAME SHOW 2024 logo on the submission data.

► Application Deadline: July 30 (Tue.)

► Material Deadline: August 19 (Mon.)

**12a** Arcade Banner < WBG side >

[ Advertising Specifications ]  
**■Material:** Fabric (Mesh Tarpsaulin)  
**■Size:** W1480mm×180mm X H2700mm (Single Side) X4 Sets  
**■Finish:** Data Output  
**■Location:** International Conference Hall



JPY : 825,000 per unit

Purchase Unit: 4 Sets / 1 Unit  
Offering Unit: 2 Units**12b** Arcade Banner < International Conference Hall side >

[ Advertising Specifications ]  
**■Material:** Fabric (Mesh Tarpsaulin)  
**■Size:** ① W1500mm×180mm X H3700mm (Single Side) X2 Sets  
 ② W1500mm×180mm X H3500mm (Single Side) X2 Sets  
**■Finish:** Data Output  
**■Location:** International Conference Hall



JPY : 990,000 per unit

Purchase Unit: 4 Sets / 1 Unit  
Offering Unit: 1 Unit**13a** Arched Banner < International Conference Hall >

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W800mm X H2100mm  
**■Finish:**  
**■Data Output:**  
**■Location:** In Front of International Conference Hall



JPY : 1,100,000 per unit

Purchase Unit: 8 Boards / 1 Unit  
Offering Unit: 1 Unit**13b** Arched Banner < Central Plaza >

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W800mm X H2100mm  
**■Finish:**  
**■Data Output:**  
**■Location:** Central Plaza



JPY : 660,000 per unit

Purchase Unit: 3 Boards / 1 Unit  
Offering Unit: 1 Unit**14** Floor Map Banner < International Conference Hall >

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W850mm X H1750mm  
**■Finish:**  
**■Data Output:**  
**■Location:** In Front of International Conference Hall



JPY : 1,320,000 per unit

Purchase Unit: 2 Boards / 1 Unit  
Offering Unit: 1 Unit**15** Column-Covered Advertisement at International Conference Hall

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W1150mm X H1750mm  
**■Finish:** Data Output  
**■Location:** Column at International Conference Hall



JPY : 2,200,000 per unit

Purchase Unit: 12 Boards / 1 Unit  
Offering Unit: 1 Unit**16a** Plaza Billboard Banner < Large / Small >

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** Large: ① W6800 X H2870mm (Large) ②~⑧ W6800 X H3200mm (Small) ⑨ W3550 X H3290mm (Small) ⑩ W4560 X H3290mm (Small)  
**■Finish:** Data Output  
**■Location:** Central Entrance Plaza

Large JPY : 990,000 per unit  
Purchase Unit: 1 Side / 1 Unit  
Offering Unit: 5 UnitsSmall JPY : 605,000 per unit  
Purchase Unit: 1 Side / 1 Unit  
Offering Unit: 2 Units**16b** Plaza Billboard Back Banner

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** a-h: W6800mm X H3200mm  
**■Finish:** Data Output  
**■Location:** Central Entrance Plaza



JPY : 935,000 per unit

Purchase Unit: 1 Set / 1 Unit  
Offering Unit: 8 Units**17** Spiral Staircase Banner

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W6000mm X H3000mm  
**■Finish:** Data Output  
**■Location:** Column (Foreside of Spiral Staircase at Central Entrance Plaza)



JPY : 1,430,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 1 Unit**18** Entrance Canopy Banner

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W7800mm X H3150mm  
**■Finish:** Data Output  
**■Location:** Entrance Canopy at Central Plaza



JPY : 1,430,000 per unit

Purchase Unit: 1 Sheet / 1 Unit  
Offering Unit: 8 Units

\*Please be noted that 12a, 12b, 14, 15, 16a, 16b, and 18 will have grommets within 50mm from the outside on all sides.

\*All ad sizes without units are expressed in mm.

►Application Deadline: July 30 (Tue.)

►Material Deadline: August 19 (Mon.)

**19 Column-Covered AD Under Entrance Canopy**

## [ Advertising Specifications ]

- Material: Output Sheet + Board
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



JPY : 550,000 per unit

Purchase Unit: 1 Sheet (4 Sides) / 1 Unit  
Offering Unit: 2 Units**20 Event Hall Entrance Banner at Central Plaza**

## [ Advertising Specifications ]

- Material: Fabric
- Size: W5778mm X H1050mm
- Finish: Data Output
- Location: Event Hall Entrance



JPY : 330,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 1 Unit**21 Self-Standing Banner at Event Hall Outside**

## [ Advertising Specifications ]

- Material: Fabric
- Size: W1750mm X H1750mm
- Finish: Data Output
- Location: Event Hall Outside
- Target: Public Day Visitors (September 28 & 29 only)

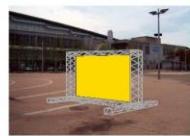


JPY : 2,750,000 per unit

Purchase Unit: 5 Boards / 1 Unit  
Offering Unit: 1 Unit**22 Entrance Gate Welcome Board**

## [ Advertising Specifications ]

- Material: Fabric
- Size: W3550mm X H1750mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 28 & 29 only)



JPY : 1,100,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 1 Unit**23 Entrance Self-Standing Banner**

Location is decided upon consultation

## [ Advertising Specifications ]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Based on Consultation



Example: 4 open Use

[ Customizing example ] \*Please contact OMO for more detail.



JPY : 605,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 7 Units**24 LED Vision 15-Second Video Advertisement**

&lt; Central Square / West Parking Lot &gt;

NEW

## [ Advertising Specifications ]

- Location: Central Square / West Parking Lot
- Display format: 15 seconds per frame / 4 frames maximum in rotation, Screen ratio 16:9
- Displayed days: [Central Square] 9/26-9/29 / [West Parking Lot] 9/28 and 9/29 (2 days for Public Days only)

- Inclusive Equipment: ◉Truss / ◉Audio speakers (2 units) / ◉158-inch LED vision / ◉Video player
- Supported files: MP4 (recommended) / 1920X1080X60P (recommended) / Maximum bit rate: 25 Mbps (CBR)

\* Please be sure to read the "Notes on Video Production" on the last page of the Real Advertisement Guide before applying.

Central Square

JPY : 2,200,000 per unit

Purchase Unit: 1 Unit  
Offering Unit: 4 Units

JPY : 1,650,000 per unit

Purchase Unit: 1 Unit  
Offering Unit: 4 Units**25 Public Day Visitor Entrance Column-Covered Banner**

NEW

## [ Advertising Specifications ]

- Material: Plastic Sheet
- Size: W650 X H3000 (Single Side Size)
- Finish: Data Output
- Location: Visitor Entrance Line at West Parking Lot
- Target: Public Day Visitors

\* Posted only on Public Days.

3 Sides 3 Sides 3 Sides



JPY : 1,650,000 per unit

Purchase Unit: 3 Sides / 1 Unit  
Offering Unit: 1 Unit**26 Exhibition Hall Window Covered Advertisement**

JPY : 990,000 per unit

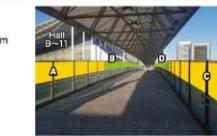
Purchase Unit: 1 Board / 1 Unit (16 Sheets)  
Offering Unit: 1 Unit**27 Central Plaza Connecting Bridge Banner**

## [ Advertising Specifications ]

- Material: Fabric
- Size: W2400mm X H578mm X 2 Spots
- Finish: Data Output
- Location: Central Plaza Connecting Bridge



JPY : 440,000 per unit

Purchase Unit: Left/Right / 1 Unit  
Offering Unit: 1 Unit**28 Connecting Bridge Glass Covered Advertisement**

JPY : 1,925,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: (A)25 Face (B)25 Face (C)25 Face (D)25 Face**29 Connecting Bridge Banner**

## [ Advertising Specifications ]

- Material: Fabric (both sides)
- Size:
  - ①W2000mm X H800mm
  - ②W2000mm X H1800mm
- Finish: Data Output
- Location: Connecting Bridge Aisle



\* Has wind slots in the middle of the banner.

JPY : 440,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 9 Units**30 Messe Parking Connecting Bridge Banner**

JPY : 880,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 1 Unit

\*Please be noted that 20, 21, 22, 23, 24, 27, and 30 will have grommets within 50mm from the outside on all sides.

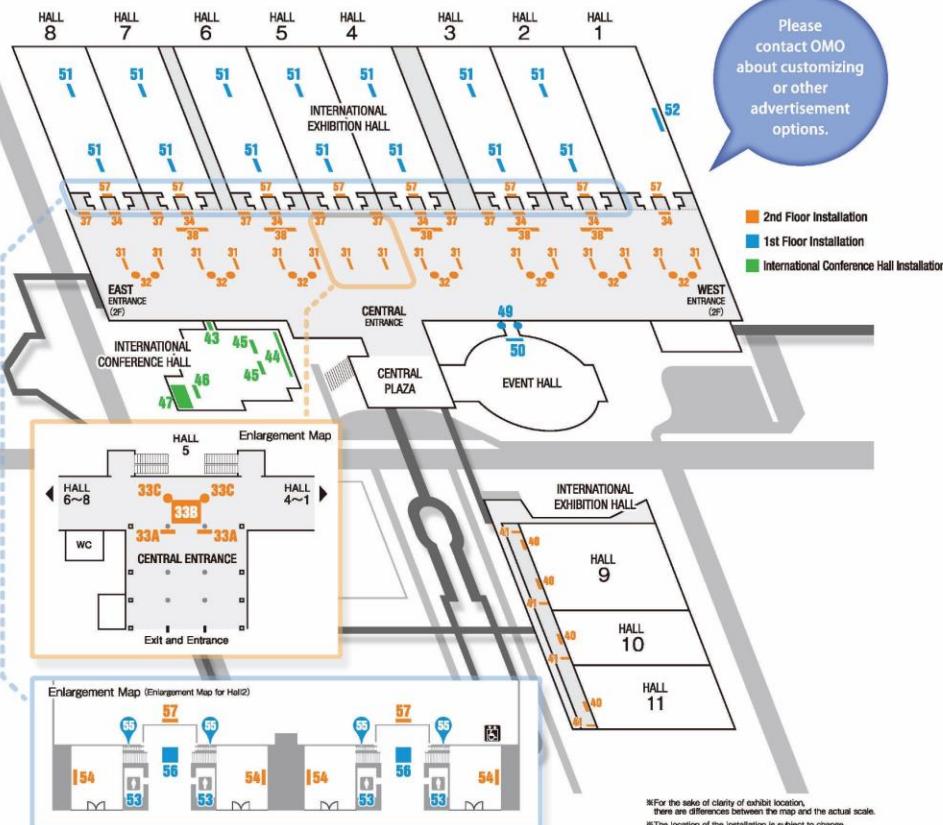
\*All ad sizes without units are expressed in mm.

# INDOOR ADVERTISEMENT

All the design data must include: Exhibiting Hall Number Exhibiting Booth Number TOKYO GAME SHOW 2024 logo on the submission data.

► Application Deadline: July 30 (Tue.)

► Material Deadline: August 19 (Mon.)



## 31 Central Mall Banner

## [ Advertising Specifications ]

- Material: Woodwork Panel + Output Sheet
- Work: W5000 X H900mm (both sides)
- Finish: Data Output
- Location: Central Mall



JPY : 495,000 per unit

Purchase Unit: 1 Sheet (both sides) / 1 Unit  
Offering Unit: 16 Units

## 32 Central Mall Column Covered Signage

## [ Advertising Specifications ]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY : 440,000 per unit

Purchase Unit: 2 Walls / 1 Unit  
Offering Unit: 7 Units

## 33 Central Entrance Welcome Signage



Target: Business Day Visitors / Public Day Visitor and Re-Entry Visitors

Location: Central Entrance at 2nd Floor

### A Hanging Banner

## [ Advertising Specifications ]

- Material: Fabric
- Size: W2700mm X H2700mm
- Finish: Data Output

JPY : 880,000 per unit

Purchase Unit: 2 Sheets / 1 Unit  
Offering Unit: 1 Unit

### B Floor Seal

## [ Advertising Specifications ]

- Material: Plastic Sheets
- Size: Upon Consultation
- Finish: Data Output + Lamination

JPY : 55,000 per sqm

Purchase Unit: 1 Sheet / 1 Unit  
Offering Unit: 1 Unit

### C Column Covered Advertisement

## [ Advertising Specifications ]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output

JPY : 440,000 per unit

Purchase Unit: 2 Sheets / 1 Unit  
Offering Unit: 1 Unit

## 34 Central Mall Glass Wall Signage

## [ Advertising Specifications ]

- Material: Woodwork Panel + Output Sheet
- Size: W790mm X H2400mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY : 935,000 per unit

Purchase Unit: 1 Board / 1 Unit  
Offering Unit: 7 Units

## 35 Central Mall Self-Standing Banner

Location is decided upon consultation

## [ Advertising Specifications ]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY : 440,000 per unit

Purchasing Unit: 1 Stand / 1 Unit  
Offering Units: 15 (Maximum Connections: 3)

\* All ad sizes without units are expressed in mm.

► Application Deadline: July 30 (Tue.)

► Material Deadline: August 19 (Mon.)

**36 Ad-Wall**

[ Advertising Specifications ]  
 ■Material: Output Sheet  
 ■Size: W950mm X H2300mm (4 sides)  
 ■Finish: Data Output  
 ■Location: Upon Consultation (in public spaces only)

[ Options ]  
**A. With Catalog Pockets**  
 ■Catalog Pockets Per Side  
 ■Additional Charge: JPY33,000 per side

**B. With Display Monitor**  
 ■48-inch display monitor with speaker  
 ■Additional Charge: JPY220,000 per side



Location is decided upon consultation

JPY : 440,000 per unit

Purchase Unit: 1 Wall (4 sides) / 1 Unit  
Offering Unit: 7 Units**37 Entrance Banner**

[ Advertising Specifications ]  
 ■Material: Output Sheet  
 ■Size: W2150mm X H1150mm  
 ■Finish: Data Output  
 ■Location:  
 2nd Floor Upper Entrance

For more detail about the entrance area, please contact OMO.



JPY : 880,000 per unit

Purchase Unit: 2 Banners / 1 Unit  
Offering Unit: 7 Units**39 Central Mall Upper Tilted Banner**

[ Advertising Specifications ]  
 ■Material: Output Sheet  
 ■Size: W8700mm X H1000mm  
 ■Finish: Data Output  
 ■Location: Central Mall (H2, H3, H4, H6, H7)

For more detail about the entrance area, please contact OMO.



JPY : 1,320,000 per unit

Purchase Unit: 2 Banners / 1 Unit  
Offering Unit: 5 Units**41 Esplanade Banner**

[ Advertising Specifications ]  
 ■Material:  
 Woodwork Panel + Output Sheet  
 ■Size:  
 W5000mm X H900mm (Both Sides)  
 ■Building Frame Size:  
 W5000mm X H900mm  
 ■Finish: Data Output  
 ■Location: Esplanade



JPY : 550,000 per unit

Purchase Unit: 1 Board(both sides) / 1 Unit  
Offering Unit: 3 Units**42 Cosplay Area Photo Session Back Panel**

[ Advertising Specifications ]  
 ■Material: Panel  
 ■Size: W2000mm X H2400mm  
 ■Finish: Data Output



JPY : 110,000 per unit

Purchase Unit: 1 Wall / 1 Unit  
Offering Unit: 8 Units**43 International Conference Hall Bridge Stand Banner NEW**

[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W880mm X H2100mm  
 ■Finish: Data Output  
 ■Location:  
 International Conference Hall / Business Meeting Area Connecting Bridge

Business Days only (September 26 &amp; 27)

JPY : 880,000 per unit

Purchase Unit: 6 Banners / 1 Unit  
Offering Unit: 1 Unit**44 Business Meeting Area Hanging Banner**

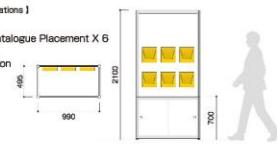
[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W2000mm X H1800mm  
 ■Finish: Data Output  
 ■Location:  
 Business Meeting Area at International Conference Hall

Business Days only (September 26 &amp; 27)

JPY : 770,000 per unit

Purchase Unit: 4 Banners / 1 Unit  
Offering Unit: 4 Units**38 Catalogue Display**

[ Advertising Specifications ]  
 ■Material:  
 Flatted + A4 Catalogue Placement X 6  
 ■Location:  
 Upon Consultation



JPY : 165,000 per unit

Purchase Unit: 1 Stand / 1 Unit  
Offering Unit: 5 Units**45 Business Meeting Area Standing Banner**

[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W800 X H1800mm  
 ■Finish: Data Output  
 ■Location:  
 Business Meeting Area Convention Hall A/B Entrance at International Conference Hall

Business Days only (September 26 &amp; 27)

JPY : 330,000 per unit

Purchase Unit: 2 Banners / 1 Unit  
Offering Unit: 2 Units**46 Business Meeting Area Wi-Fi Sponsorship**

[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W800 X H1800mm  
 ■Finish: Data Output  
 ■Location:  
 10 Appropriate Locations at Business Meeting Area

Business Days only (September 26 &amp; 27)

JPY : 1,100,000 per unit

Purchase Unit: 10 Banners / 1 Unit  
Offering Unit: 1 Unit**40 Hall 9-11 Entrance and Exit Banner**

[ Advertising Specifications ]  
 ■Material: Plastic Sheet  
 ■Size: W1400mm X H4100mm  
 ■Finish: Data Output  
 ■Location:  
 Entrance and Exit at Hall 9-11



JPY : 880,000 per unit

Purchase Unit: 2 Banners / 1 Unit  
Offering Unit: 3 Units**47 Business Lounge Table Seal Advertisement**

[ Advertising Specifications ]  
 ■Material: Output Sheet  
 ■Size: W300mm X H300mm  
 ■40 Business Meeting Table (80 Seats)  
 ■Finish: Data Output  
 ■Location:  
 Foyer at International Conference Hall

Business Days only (September 26 &amp; 27)

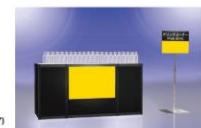
JPY : 880,000 per unit

Purchase Unit: 80 Banners / 1 Unit  
Offering Unit: 1 Unit**48 Business Meeting Area Beverage Sponsorship**

[ Advertising Specifications ]  
 ■Included items:  
 -Advertisement art  
 -Advertisement on the Signage  
 -Beverages  
 -Beverage Distribution Staff  
 ■Location:  
 Business Meeting Area

Business Days only (September 26 &amp; 27)

JPY : 770,000 per unit

Purchase Unit: 1 Sponsorship / 1 Unit  
Offering Unit: 1 Unit**49 Family Game Park South Side Pillar Banner NEW**

[ Advertising Specifications ]  
 ■Public Days only (Sep. 28 & 29)  
 ■Material: Panel  
 ■Size: W2000mm X H2400mm  
 ■Finish: Data Output

Purchase Unit: 1 Wall / 1 Unit  
Offering Unit: 8 Units**50 Event Hall South Entrance Handrail Banner NEW**

[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W2700mm X H700mm  
 ■Finish: Data Output  
 ■Location: Connecting Entrance, Event Hall  
 ■Target: Public Day Visitors

Public Days only (September 28 &amp; 29)

JPY : 660,000 per unit

Purchase Unit: 2 Sheets / 1 Unit  
Offering Unit: 1 Unit**51 Family Game Park exhibitor priority**

[ Advertising Specifications ]  
 ■Material: Fabric  
 ■Size: W2500mm X H1500mm  
 ■Finish: Data Output  
 ■Location:  
 South Entrance, Event Hall  
 ■Target: Public Day Visitors

Public Days only (September 28 &amp; 29)

JPY : 330,000 per unit

Purchase Unit: 2 Sheets / 1 Unit  
Offering Unit: 1 Unit

\*All ad sizes without units are expressed in mm.

# INDOOR ADVERTISEMENT

All the design data must include: **Exhibiting Hall Number** **Exhibiting Booth Number** **TOKYO GAME SHOW 2024 logo** on the submission data.

► Application Deadline: July 30 (Tue.)

► Material Deadline: August 19 (Mon.)

## 51 Hanging Banner in Exhibition Hall

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W3000 X H3000mm (Both Sides)  
**■Finish:** Data Output  
**■Location:**  
 Hanging from the Ceiling of Each Hall



JPY : 605,000 per unit

Purchase Unit: 1 Board (Both Side) / 1 Unit  
Offering Unit: 14 Units

## 52 Public Day Entrance Banner

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W1800mm X H2400mm (Single Side)  
**■Finish:** Data Output  
**■Location:** Main Entrance at Hall 1  
**■Target:** Public Day Visitors



\*Public Days only (September 28 & 29)

JPY : 2,200,000 per unit

Purchase Unit: 2 Banners / 1 Unit  
Offering Unit: 1 Unit

## 53 Restroom Sticker Advertising

[ Advertising Specifications ]  
**■Material:** Weak Viscous Plastic Sheet  
**■Size:** Mirror on the Basin W297 X H210mm  
 Toilet W210 X H148mm  
 Private Room Door W297 X H420mm  
**■Finish:** Data Output  
**■Location:** Restroom (Male/Female) at Hall 1-8 (North Side)

Mirror on the Basin (Male/Female)  
 Toilet (Male Toilet Only)  
 Private Room Door (Female Toilet Only)



JPY : 660,000 per unit

Purchase Unit: Each Hall / 1 Unit  
Offering Unit: 8 Units

## 54 Gate Lobby Banner at 2nd Floor

[ Advertising Specifications ]  
**■Material:** Output Panel  
**■Size:** W4500mm X H2700mm  
**■Finish:** Data Output  
**■Location:**  
 2nd Floor Landing at Hall 1-8



JPY : 1,100,000 per unit

Purchase Unit: 1 Banners / 1 Unit  
Offering Unit: 16 Units

## 55 Escalator Banner (Glass Surface)

[ Advertising Specifications ]  
**■Material:** Output Sheet  
**■Size:** W420mm X H297mm  
**■Finish:** Data Output  
**■Location:** Escalator at Hall 1-8



JPY : 880,000 per unit

Purchase Unit: 20 Banners / 1 Unit  
Offering Unit: 16 Units

## 56 Floor Sheet Banner Under Stairs

[ Advertising Specifications ]  
**■Material:** Output Sheet  
**■Size:** Upon Consultation  
**■Finish:** Data Output  
**■Location:** Under Stairs



JPY : 55,000 per unit

Purchase Unit: 1 Banners / 1 Unit  
Offering Unit: Please contact OMO for more detail.

## 57 2nd Floor Balcony Banner at Hall 1-8

[ Advertising Specifications ]  
**■Material:** Fabric  
**■Size:** W4800 X H1200mm (Single Side)  
**■Location:**  
 2nd Floor Balcony Handrail at Hall 1-8



JPY : 550,000 per unit

Purchase Unit: 1 Banners / 1 Unit  
Offering Unit: 8 Units

## 58 Indie Game Area [Indie Meet-up Area] Wall Advertisement

NEW

This menu allows you to post an advertisement on the wall of the "Indie Meet-up Area" in the Indie Game Area (limited to one unit). "Indie Meet-up Area" is a meeting space for indie game project sponsors (Platinum/Gold Sponsors), Selected Indie 80 exhibitors, and Indie Game Area exhibitors who have applied to use the space for a fee to hold business meetings during the Business Day.

This menu is open to non-exhibitors other than those in the Indie Game Area.

### Advertising Specifications

- **Material:** Output Sheet
- **Size:** The size of each side will be announced to exhibitors as soon as it is finalized.
- **Finish:** Data Output
- **Location:** Indie Meet-up Area
- **Contents:** Company/Brand Name, Logo, Key Visual, etc.
- **Note:**
  - Please prepare the design of the advertisement to be displayed by the company submitting the advertisement.
  - Exhibitors other than those in the Indie Game Area may also submit advertisements.
  - Exhibitors can use the "Indie Meet-up Area".

### Sample Image

The yellow side of the perspective drawing on the right is where the advertisement will be placed. The perspective drawing is an image. Please note that the location and shape of the "Indie Meet-up Area" may change depending on the number of exhibitors who apply.



JPY 1,320,000 per unit

Purchase Unit: 1 Set ( Provided as a set of the following )

- Gate in Indie Meet-up Area (Two Spots)
- Low partitions in Indie Meet-up Area (Four Spots)

Offering Unit: 1 Unit

\*All ad sizes without units are expressed in mm.

# Notes for Data Submissions

- ▶ No color proof will be available for approval.  
(Please let us know software application information such as application name, version, and operating system.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included in the advertising fee.  
However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to TOKYO GAME SHOW exhibit contents.
- ▶ Actual advertising specification might be charged from the one on AD menu.
- ▶ Additional material production fee will be charged if the the deadline is passed.

All the design data must include

The logo of  
TOKYO GAME SHOW 2024

and

Exhibiting booth number, hall number  
(Makuhari Messe Hall 1-11)

TGS2024 logo data can be  
downloaded from exhibitor's website.  
<https://nkbp.jp/3rWvZp6>



## 24 [ LED Vision 15-second video advertisement ] Notes on video production

The contents will be confirmed in advance.

- Please produce videos that DO NOT violate CESA and CERO's Code of Ethics.
- CERO Z and other software for ages 18 and older cannot be handled in the video.
- As with other menus, please be sure to display the hall number, booth number, and TGS logo in your video at all times.
- As a general rule, NO substitutions are allowed.
- Depending on the situation, volume control and frequency control may be implemented.
- The LED Vision is splash proof. As a general rule, the event will be held rain or shine.

※Please contact TGS Management Office for more details.

# Giveaway・Media Ad

Application Deadline : June 7 (Fri.)

Material Deadline : June 21 (Fri.)

### ID Charm Ribbon

Rate : 1 Unit

JPY **9,900,000** (tax incl.)

- Purchase Unit 1 Set／1 Unit
- Offering Unit 1 Set
- Material Braided Cord
- Contents Company Name・Brand・Logo
- Finish One Color Print／Alligator Clip
- Insertion Business Day Visitor ID、and Press ID

※The use of straps owned by the advertiser is also possible.  
In that case, please contact TGS Overseas Management Office for details.

※Fees, number of slots, specifications, etc. are subject to change without notice.

※The fee is tax inclusive.



Sample Image

**Application Deadline : July 31 (Wed.)      Material Deadline : August 9 (Fri.)**

TGS2024 offers advertising space on the backside of the "Uchiwa (Hand Fan)" that will be distributed at the entrance of the venue.

### Hand Fan Backside Ad

**1 Unit**

**JPY 1,320,000** (tax incl.)

- Purchase Unit 1 Set / 1 Unit
- Offering Unit 1 Unit
- Material Paper
- Size Diameter 21.3cm / Hole Diameter 3cm  
(According to 2023 Hand Fan)
- Finish single color printing
- Distribution Date Public Days
- Distribution Number 50,000 sheets
- Distribution Location Public Day Entrance

※The contents will be screened prior to print.

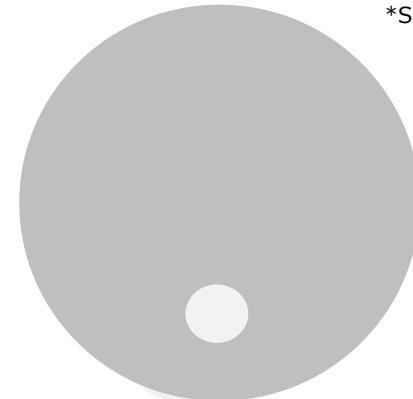
※ Fee, Slot, Size and Material are subject to change without prior notice.

※The fee is tax inclusive.



### Surface (TGS2024 Visual)

\*Sample Image



### Backside (Advertising Space)

# Giveaway・Media Ad

Open to Non-Exhibitors

Application Deadline: July 26 (Fri.)

Material Deadline: August 16 (Fri.)

TOKYO GAME SHOW 2024 will publish "TGS NOW! : TOKYO GAME SHOW 2024 Official Guidebook," an official guidebook for visitors to the show, which will be distributed free of charge from the first day of the show. "TGS NOW!" will be published under the supervision of the magazine "Nikkei Entertainment!" magazine, it introduces the highlights of TGS2024, explains game trends based on interviews and other interesting and easy-to-understand articles. It will also include a map of the venue and a schedule of events during the show, making it a must-have official guidebook for visitors to TGS2024.

The English version of the guidebook will be distributed not only to TGS visitors from overseas, but also to overseas game events to be held in the fall of 2024 and beyond. "TGS NOW!" will feature a menu of options for exhibitors and others to place advertisements.

## TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook Advertisement

Fee : 1-page, 4-color

JPY 770,000~ (tax incl.)



### [Distribution Date/Circulations]

「TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook」

Distribution Date : September 26 (Thu.) ~September 29 (Sun.)

Circulations : 200,000 (Japanese) , 20,000 (English)

Format : Modified A4 Saddle-stitched

Left-Opening 40 Page ※Planned

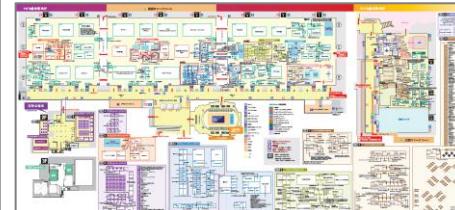
※ Prices, number of slots, and specifications are subject to change without notice.



2023 TOKYO GAME SHOW Now!



- ◆ Editorial Contents 監修：ニッケイエンターテインメント
- ※ Subject To Change
- ✓ TGS2024 Hilitaged Exhibitor
  - ✓ Game Industry's Outlook for TGS2024
  - ✓ TGS2024 Official Supporter Interview
  - ✓ TGS2024 Floor Map・Exhibitor's Info.
  - ✓ TGS2024 Organizer's Project/Information
  - ✓ Event Schedule at TGS2024 etc.



Venue Floor Map Distributed in 2023



\*Image

Image of Advertisement on the opposite side of editorial page (One-page)  
\* Above is an image based on the 2023 edition; content and style will differ from the articles in the 2024 edition

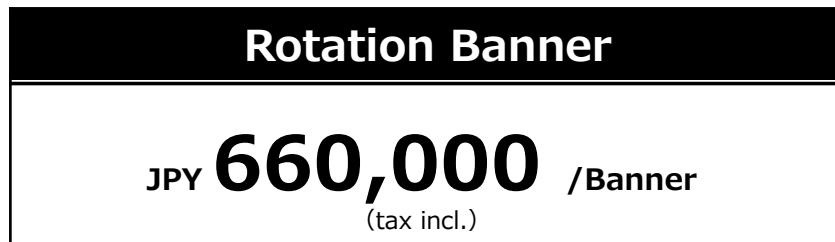
To download for more detail  
<https://bit.ly/3wwCRy7>

TOKYO GAME SHOW 2024

# **Online Ads (Official Website/ Business Matching System ／TGS Forum )**

Application Deadline : June 10 (Mon.)

Material Deadline : June 24 (Mon.)



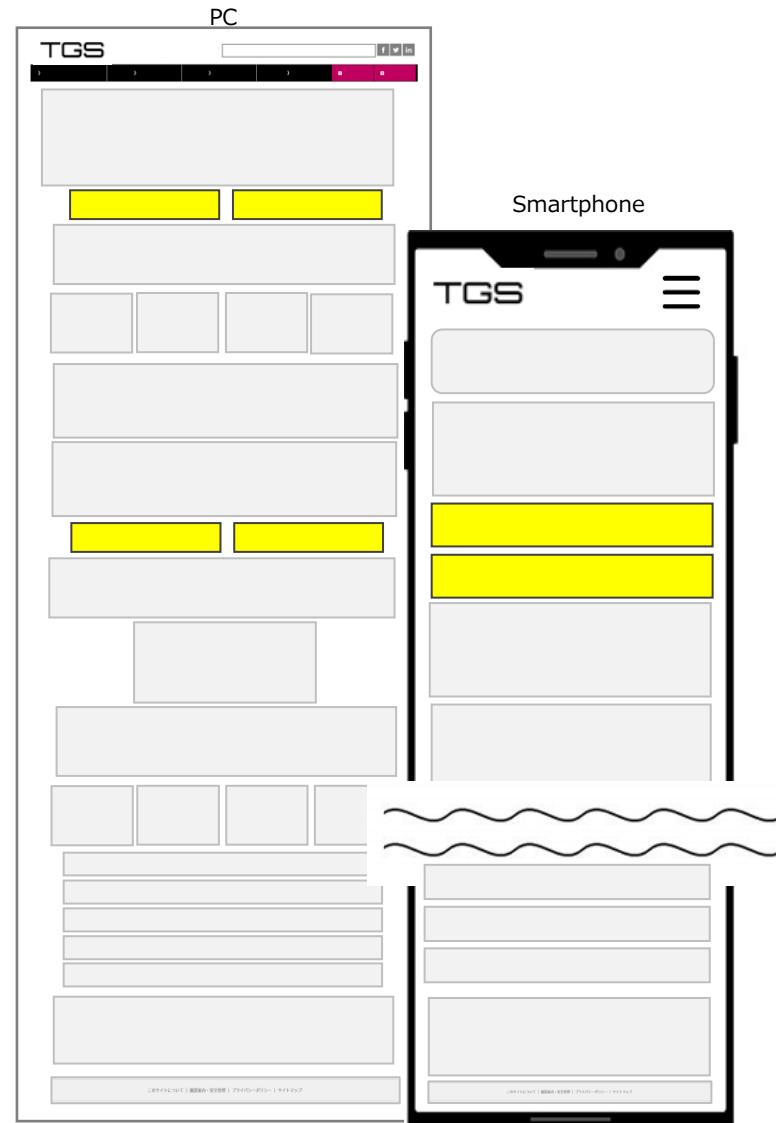
- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 4 Slots Display (PC)  
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:  
July 4 through December 20, 2024 (planned)
- Size: W520 ×H100 Pixels (50KB or less)

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

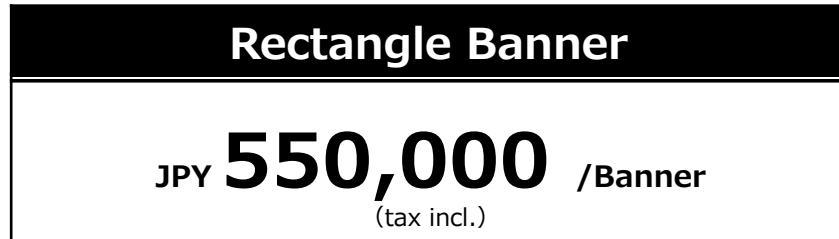
※Non exhibitors can also apply for this menu.

\*Sample Image



Application Deadline : June 10 (Mon.)

Material Deadline : June 24 (Mon.)



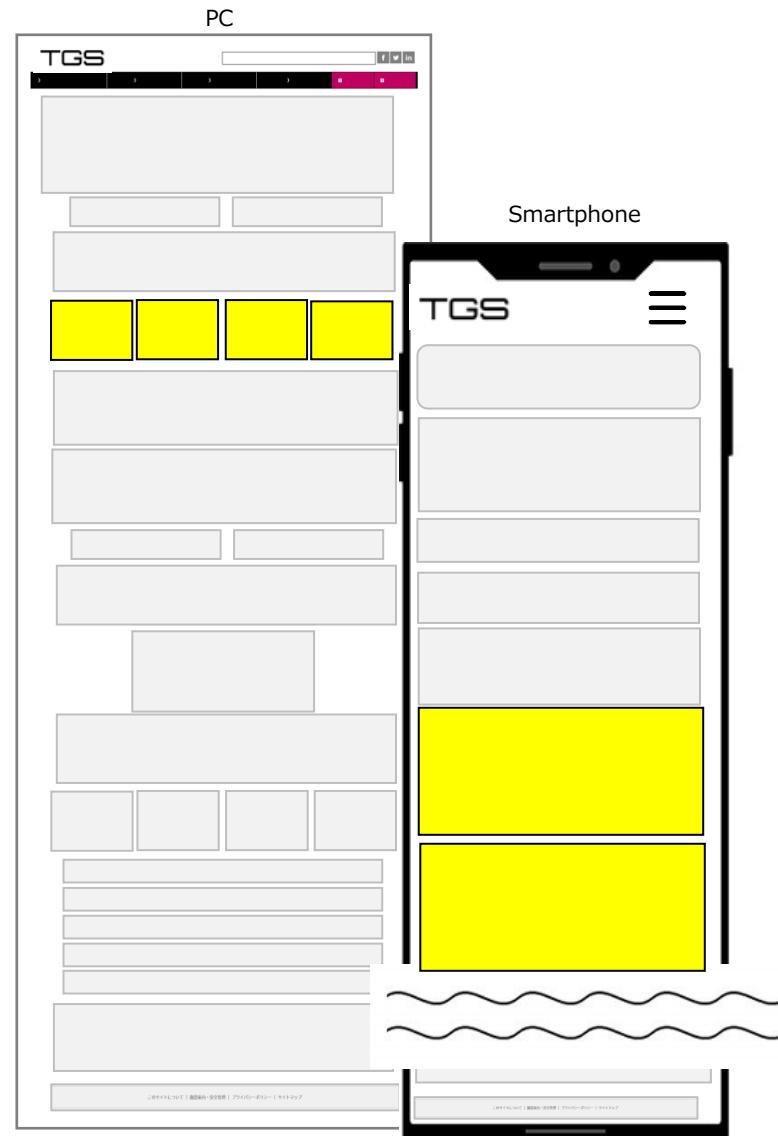
- Posting: Top Page ONLY (PC·Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 4 Slots Display (PC)  
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:  
July 4 through December 20, 2024 (planned)
- Size: Width 300 × Height 250 Pixels  
(50KB or less)

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.

\*Sample Image



**Application Deadline : June 10 (Mon.)**

**Material Deadline : June 17 (Mon.)**

►The video ad will launch to play when the viewer scrolls to the designated location. Audio can also be played by mouse over or by clicking.



- Posting: Top Page ONLY (PC·Mobile)

- Offering Units: 2

- Expression Format:

Rotation Display with 1 Slot

Displays in a 16:9 (4:3 is not supported) within the maximum 640 x 360 pixels display area. After playing the video for up to 30 seconds, the default design by Management Office will be displayed automatically.

- Running Period: July 4 through December 20, 2024 (planned)

- Guarantee: Fixed Period

- File Format: MP4 (Recommended) , MOV

- File Size: Up to 4 MB (Recommended)

※Contact OMO if the file size exceeds 4MB.

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.

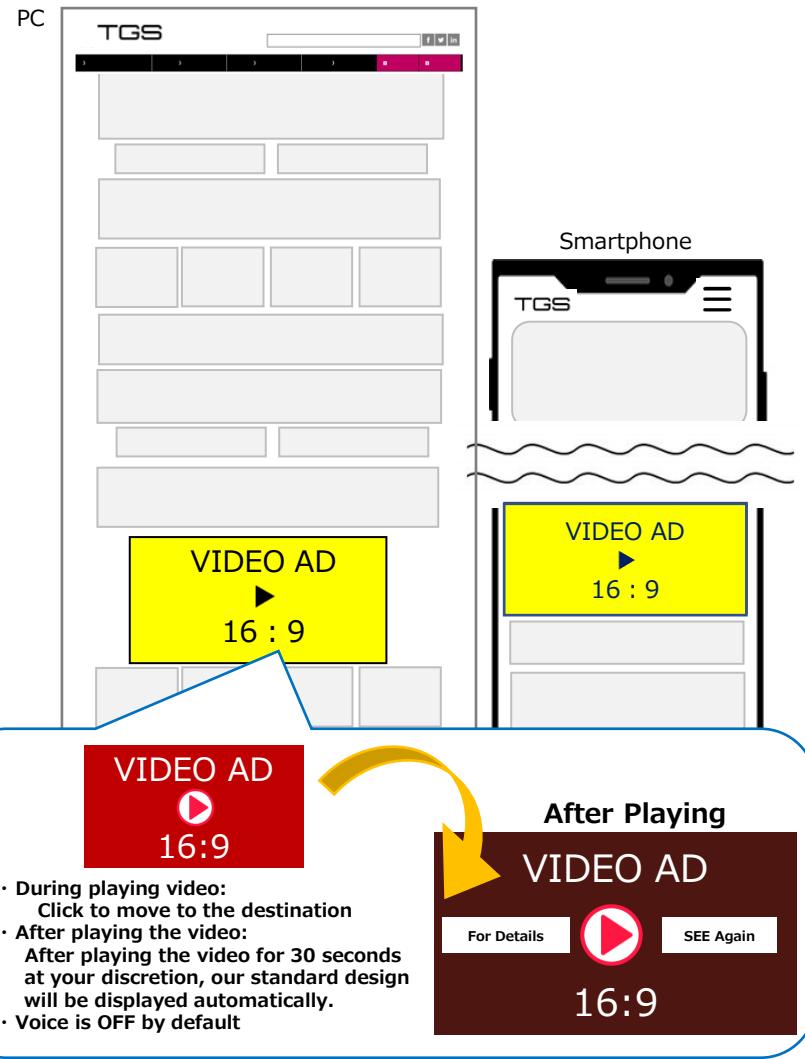
※No changes can be made to the design after it has been uploaded.

※Frequency control may be implemented according to regulations.

※Audio will only be played when the viewer click the speaker button in the video ad.

※Depending on the content of the video, the management office may refuse to post it.

※Specified design will be automatically displayed on the screen after playback is completed.



Application Deadline : June 10 (Mon.)

Material Deadline : June 24 (Mon.)

### TGS Selection (Image+Text)

1 Unit : JPY **220,000**  
(tax incl.)

- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 5
- Expression: Rotation
- Guarantee: Fixed Period
- Running Period:  
July 4 through December 20, 2024 (planned)

#### • Size

[PC] Image: W100×H100 Pixels (50KB or less)

※Text cannot be included in the image.

Heading Text: Within 15 words

Contents Text: Within 25 words

[Mobile] Image: W60×H60 Pixels (50KB or less)

※Text cannot be included in the image.

Heading Text: Within 15 words

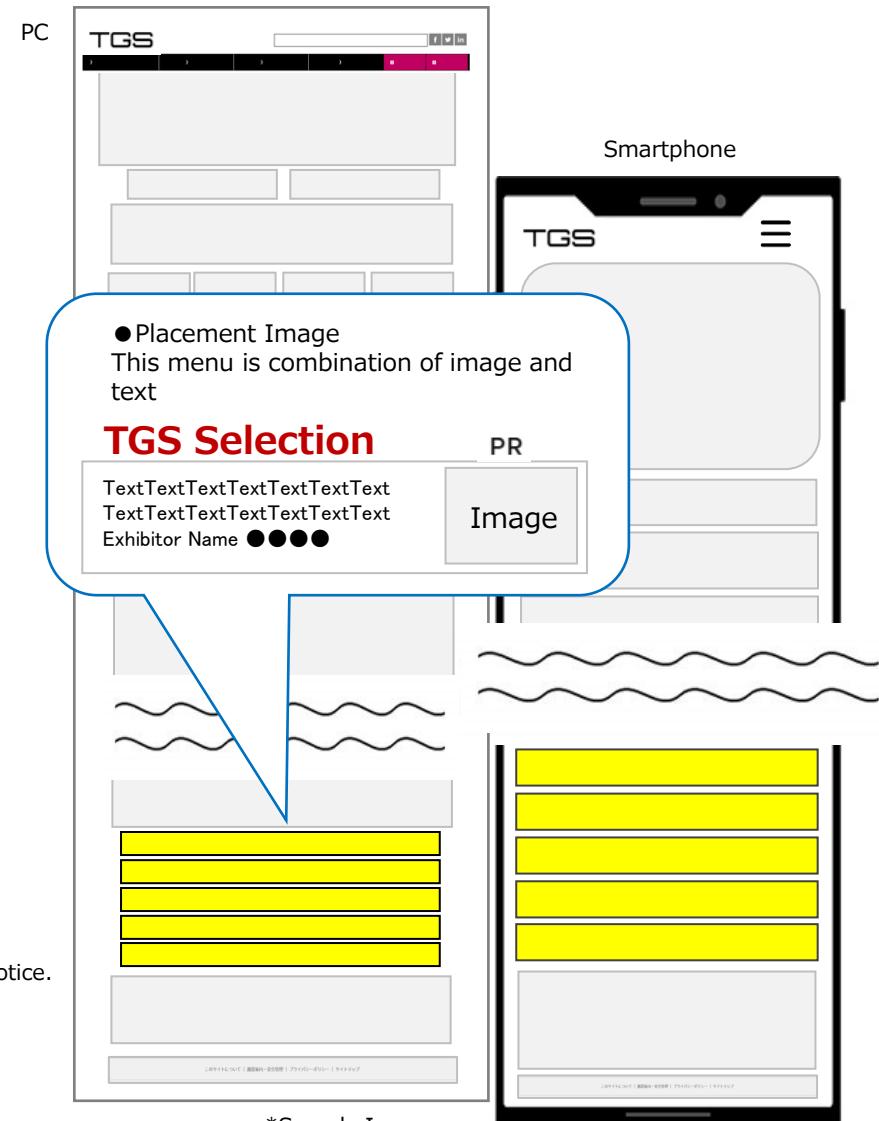
※Different images and texts for PC and SP cannot be posted.

Please submit PC-sized images and text.

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.



\*Sample Image

Application Deadline : June 10 (Mon.)

Material Deadline : June 24 (Mon.)

### Exhibitor Introduction Page Banner

1 Unit : JPY **220,000**  
(tax incl.)

- Posting: Exhibitors List and Title List
- Offering Units: 4
- Expression: Rotation with 4 Slots (PC/Mobile)
- Guarantee: Fixed Period
- Running Period:  
**July 4 through December 20, 2024 (planned)**
- Size [PC]: W305×H210 Pixels (50KB or less)
- Size [Mobile]: W200×H140 Pixels  
(50KB or less)

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.



\*Sample Image

# Online Advertisement ⑥

Exhibitor Only

Application Deadline : June 10 (Mon.)

Material Deadline : June 24 (Mon.)

New

## Exhibitor News Highlighted Ad

1 Unit : JPY **770,000** (tax incl.)

- Posting: PC・Mobile Top Page + Dedicated Page
- Offering Units: 4
- Expression: [PC/Mobile]  
Priority decision from the top
- Running Period:  
August 1 through October 10, 2024 (planned)
- Guarantee: Fixed Period
- Size

### A) TOP Page [ Exhibitor News Section ]

(Thumbnail Image) 2 items with 1 type

[GIF, JPEG, or PNG file format]

W320×H180 pixels (PC) (50KB or less)

W240×H135 pixels (Mobile) (50KB or less)

(Text) Up to 60 Words (Japanese)

### B) Exhibitor News Page[Dedicated Page]

(Image) 1 item with 1 type : PNG

[GIF, JPEG, or PNG file format]

[PC/Mobile] W800×H450 pixels (50KB or less)

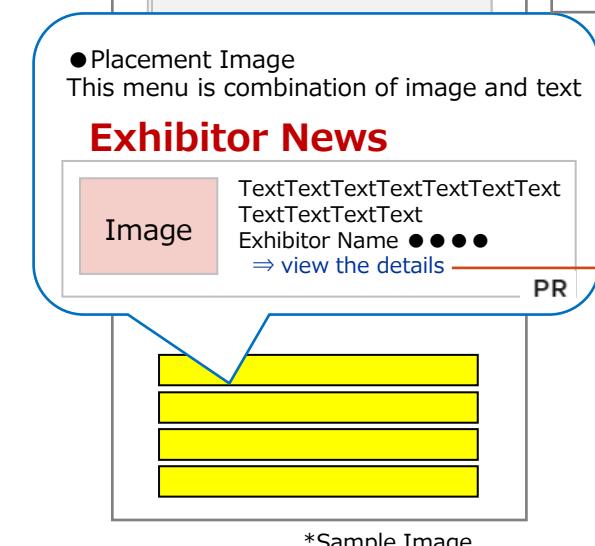
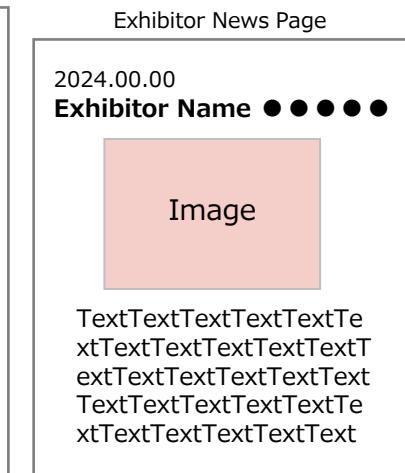
(Text) Up to 400 words (Japanese)

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

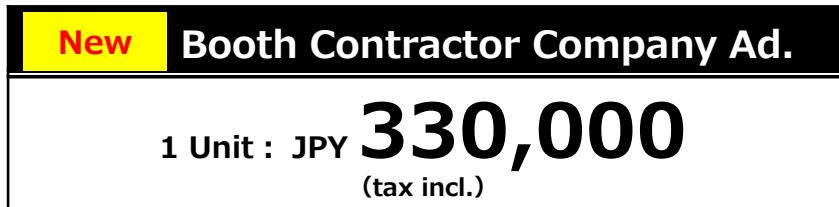
※The design will be in a unified format. No changes can be made.

※No changes can be made to the design after it has been uploaded.



Application Deadline : April 12 (Fri.)

Material Deadline : April 19 (Fri.)



- Advertising menu for companies that provide exhibitors with equipment, fixtures, services, etc. around the exhibition booth
- Banner on "Call For Exhibitor" Site

[Target Advertisers]

Booth management and construction companies, equipment rental companies (digital signage, LED panels, booth materials, cords, receivers, etc.), printing and transportation companies, novelty production companies, numbered ticket system providers, etc.

• **Posting:** Call for Exhibitor Page (PC/Mobile)  
Top Page

• **Offering Units:** 8

• **Expression:** [PC/Mobile]  
Priority decision from the top

• **Running Period:**  
May 1 through October 10, 2024 (planned)

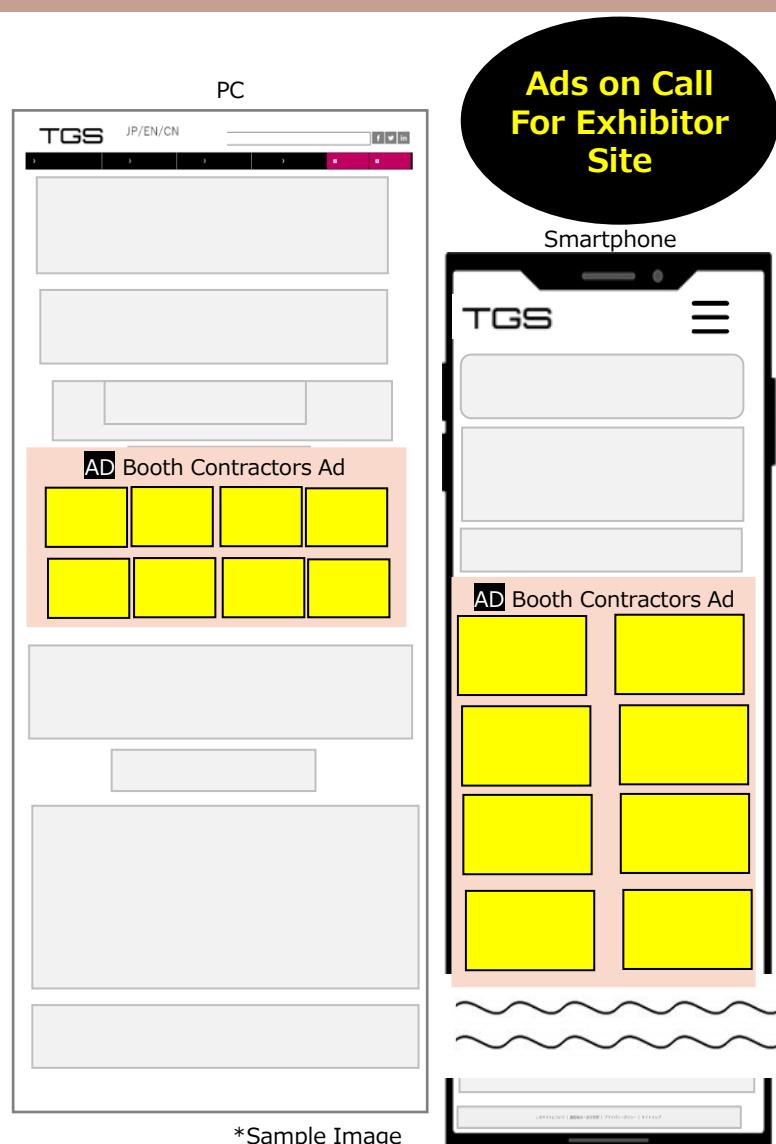
• **Guarantee:** Fixed Period

• **Size:** [Image]W300×H250 pixels (50KB or less)

※The advertising rates, offering units, and formats are subject to change without prior notice.

※The above price is tax inclusive.

※ Non-gaming-related companies are also welcome to submit advertisements.



\*Sample Image

# Notes for Online Advertisement ①

## Notes for Application (Online Advertisement)

- Applications will be accepted by first-come, first-serve basis. Check OMO for the availabilities.
- All the contents of advertisement will be screening prior to uploading the data.
- Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2024 Governing Rule". Please agree to the "Terms and Conditions" on the rule prior to the application submissions.
- Banner advertisement is guaranteed for a fixed period. Click rate and imp number are not guaranteed. (even the data of viewership are not disclosed.)
- Please submit your documents no later than 7 business days prior to closing date.

\*Video Advertisement: Please submit no later than 12 business days prior to closing date.

\*Exhibitor News Highlighted Ad : Please submit no later than 12 business days prior to closing date.

\*The advertisement start time is midnight on the start day of the advertisement. If there is an improper placement with the display, it will be handled during business hours. TGS Management Office will not be responsible for any deficiencies in advertising during this period.

### ■ Data Submission

[Necessary Data File Format]

①GIF、JPEG、PNG file ONLY

②Link-up URL (1 link only)

③[TGS Selection, Exhibitor News Highlighted Ad ] Text file edited by text editor

※Please send the form by email to the TGS Overseas Management Office (OMO)  
[tgs@conge.co.jp](mailto:tgs@conge.co.jp)

# Notes for Online Advertisement ②

## Notes for Material Productions (Online Advertisement)

### Banner Ad Material, Image File

- Any materials have to obey Computer Entertainment Software Ethic Rule ([cesa.or.jp/guideline/ethics.html](http://cesa.or.jp/guideline/ethics.html)) .
- Be sure to upload the linked site (landing page) by the day before the launching date.
- In case the advertisement contents are similar to the design (title, navigation, link button, etc.) on TGS ONLINE site, which causes misunderstanding by users, TGS Management Office may be asking to change the design.
- When the background is white, as a general rule, attach an outer frame. If the boundary between the advertisement and the site is unclear, the Management Office may ask you to change the design.

### Text Material

- Please be noted that some special characters and symbols cannot be used. Contact to OMO for details.

# Business Matching System Ad①

Exhibitor Only

Application Deadline : June 7 (Fri.) Material Deadline : June 21 (Fri.)

This is an advertising menu in which the exhibitor's name is always displayed at the top of the screen on the top page of TGS Business Matching System used for business appointment. Exhibitors looking for business partners and participants with business purposes can easily see the advertisement, which is expected to increase opportunities for business negotiations.

## Business Matching System First View Advertisement

1 Unit : JPY **330,000**

(tax incl.)

- Posting: Business Matching System Exhibitor Page
- Target Advertiser : Service Provider  
Game Developers
- Offering Units: 2
- Running Period:  
**August 9 through October 31, 2024 (planned)**

※The above price is tax inclusive.

※Contents can be updated the information on this system as needed.  
(Editing can be done on TGS Business Matching System.)

※ This menu is available for exhibitors only.



\*Sample Image

# Business Matching System Ad②

Exhibitor Only

Application Deadline : **7 Business Days** to Delivery Date

Text Submission Deadline : **5 Business Days** to Delivery Date

New

## Business Matching System Registrant Mail Blasting

Rate : 1 Unit **JPY220,000**

(tax incl.)

- Destination : TGS Business Matching System Registrant
- Number of Deliveries : Up to 1 Slot per 1 Business Day
- Display Format : HTML
- Delivery Period :

August 13 (Tue.) through September 25 (Wed.)

※Sundays and holidays are not included.

### Text Submission :

#### ■ Japanese

- (Title) Within 30 characters with double byte  
(Body Text) 38 double byte character X Up to 40 rows  
(Link URL) Up to 1 link

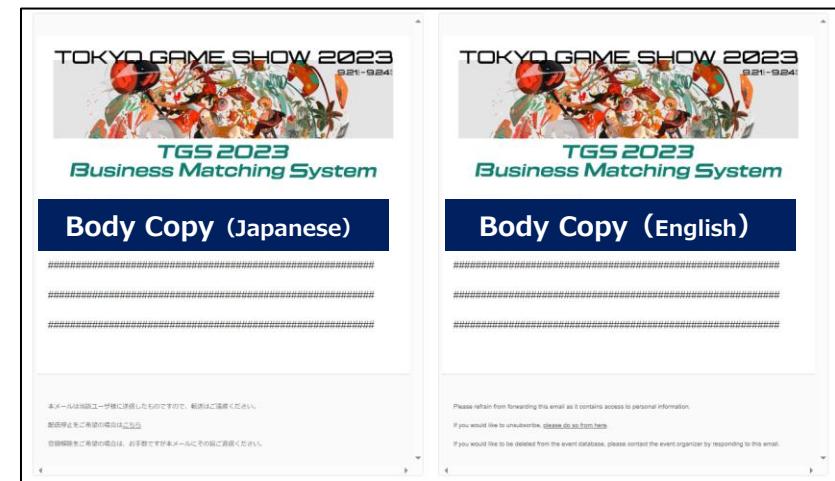
#### ■ English

- (Title) Within 60 characters with single byte  
(Body Text) 74 single byte character X Up to 40 rows  
(Link URL) Up to 1 link

This is a targeted e-mail to Business Day visitors registered in TGS Business Matching System and exhibitors registered in TGS Business Matching System. Simultaneous distribution in Japanese and English is available.

Title (Japanese)

Title (English)



※Prices, number of slots, and specifications are subject to change without notice.

※The above price is tax inclusive.

※This menu is available to exhibitors only. In addition, this menu is limited to exhibitors for the purpose of business meeting promotion and exhibition promotion.

# TGS Forum Video Commercial

Application Deadline : June 21 (Fri.) Material Deadline : September 13 (Fri.)

The sponsor's video ad (30 seconds or less) will be distributed before the start of the sponsorship session (2 times).

## TGS Forum Video Commercial

JPY 330,000 (tax incl.)

※Available Slots: 4

### [Sponsorship Outline]

- 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.
- Video data will be delivered to OMO as pre-recorded package. (Data Format : MP4)
- [ Pre-Recorded Data Closing Date : September 13 (Fri.) ]

### ■ Streaming Timeline Image

Sep.26 & 27	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

#### <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.

To download for more detail

<https://bit.ly/3uH4svY>

# Special Sponsorship Program

# Special Sponsorship Program

Open to Non-Exhibitors

TGS2024 is calling for Special Sponsorship Programs with **a wide range of non-exhibitors (other than game-related companies)**. The special sponsorship program eliminates competitors by category.  
※Contact OMO for customized sponsorship.

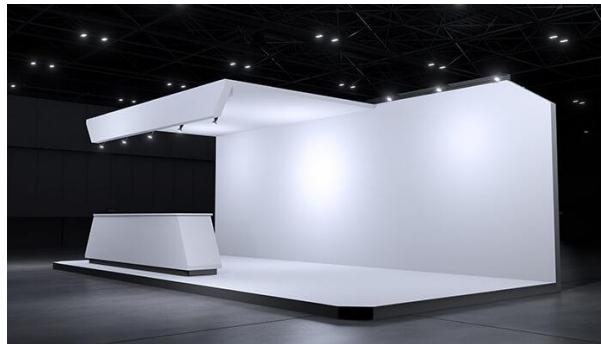
Menu①

## Physical Exhibit Space

Exhibitor space with 8 booth units will be provided at Makuhari Messe exhibition area.

(**Space only with 12m in width x 6m in depth/**

Location of this booth space to be determined by TGS Management Office.)



Menu②

## Company Logo Placement

**Logo placement as Special Sponsorship Company as follows:**

- ① TGS Official Website (posting on July)
- ② Floor Map at Real Venue
- ③ Official Guidebook at Real Venue

### <TGS Official Website>

**Logo as TGS Special Sponsorship on TGS Top Page**

- Running Period:  
**July 4 through December 20, 2024 (planned)**
- Posting: Top Page ONLY (PC・Mobile)
- Guarantee: Fixed Period
- Placement Order: Order of the Japanese syllabary

※The advertising rates, offering units, and formats are subject to change without prior notice.

※Non exhibitors can also apply for this menu.

## Special Sponsorship Program

**JPY 8,800,000.- (tax incl.)**

# TGS2024 Overseas Event Briefing Sponsorship

New

## Overseas Event Briefing Sponsorship Menu

Fee : JPY **330,000**/1 location (tax incl.)

More than 400 overseas game-related companies and organizations from 44 countries and regions will exhibit at TGS2023. To meet the information needs of overseas exhibitors, which are increasing each year, TGS2024 briefing sessions are held in major Asian cities. We are looking for sponsors for the event where major local companies and organizations gather.



TGS2023 Overseas Event Briefing

[ Exhibit Target ] Game IP Content Platforms, Game-related Service Providers, Game Publishers, Game Marketplaces, Regional Game Associations and Government agencies, etc.

### ■ Sponsorship Benefits

1. Logo on the main screen at the presentation
  2. Sponsor seminar slot (1 slot, 30 min.) at the presentation
  3. Novelties distributions (provided by the sponsor) for all participants
- Meeting Scale: 30-50 pax (mainly game industry professionals)

[ TGS2024 Overseas Event Briefing] Schedule & Location					Deadline
March 28 (Thu.) Seoul (Korea)	April 1 (Mon.) Taipei (Taiwan)	April 5 (Fri.) Ho Chi Minh (Vietnam)	April 8 (Mon.) Bangkok (Thailand)	April 10 (Wed.) Manila (Philippines)	March 15 (Fri.)
April 18 (Thu.) Hong Kong	April 19 (Fri.) Guangzhou (China)	April 22 (Mon.) Shanghai (China)			April 4 (Thu.)
April 29 (Mon.) Riyadh (Saudi Arabia)	May 1 (Wed.) Abu Dhabi (UAE)	May 3 (Fri.) Istanbul (Turkey)			April 8 (Mon.)
May 8 (Wed.) Jakarta (Indonesia)	May 10 (Fri.) Kuala Lumpur (Malaysia)	May 13 (Mon.) Singapore	May 20 (Mon.) Hyderabad (India)		April 17 (Wed.)

※Dates and cities are subject to change.

To download for more detail  
<https://bit.ly/431wChZ>

# Special Sponsorship Program③

TGS2024 is also accepting applications for Japan visit package plans for international travel agencies in various countries and regions, as well as plans focused on indie games and influencers, and seminar sponsorship plans.

Project	Outline	Main Sponsorship Menu	Closing Date
<u><a href="#">Overseas Travel Agent Sponsorship Plan</a></u>	This program have partnered with travel agencies in various countries and regions to offer package plans for visitors to Japan for TOKYO GAME SHOW that include airfare, hotel, and tickets. Sponsorship plans that provide overseas visitors with a more convenient environment to attend TOKYO GAME SHOW.	<ul style="list-style-type: none"><li>■ JPY330,000 (tax incl.) (Limited to one country/region/one company)</li><li>■ Sponsorship Benefit<ul style="list-style-type: none"><li>• Allocation of Public Day ticket and TGS Supporter's Club ticket</li><li>• Providing speaking slots at the briefing sessions held in Asian countries</li><li>• Banner placement on visitor website etc.</li></ul></li></ul>	<ul style="list-style-type: none"><li>● 1<sup>st</sup> Closing Date (Briefing Session Countries/Regions Covered) March 25 (Mon.)</li><li>● Final Closing Date 5月31日 (金)</li></ul>
<u><a href="#">Indie Game Project Sponsorship</a></u>	Sponsorship plan for companies that "want to support indie game developers," "want to raise awareness as a leading indie game company," "want to have business meetings with indie game developers and make contacts with indie game fans.	<ul style="list-style-type: none"><li>■ Platinum Sponsor JPY 5,500,000 (tax incl.)</li><li>■ Gold Sponsor JPY 2,200,000 (tax incl.)</li><li>■ Silver Sponsor JPY 770,000 (tax incl.)</li><li>etc.</li></ul>	March 29 (Fri.)
<u><a href="#">Creator Lounge Sponsorship</a></u>	"Creator Lounge" is used by influential influencers who are admitted on the Business Day of TGS. A sponsorship plan that allows you to introduce your game titles, products, services, etc. to influencers in this special space.	<ul style="list-style-type: none"><li>■ Game Title Sponsor JPY 1,650,000 (tax incl.)</li><li>■ Gaming Sponsor JPY 2,200,000 (tax incl.)</li><li>■ Non-Gaming Sponsor JPY 3,300,000 (tax incl.)</li></ul>	May 24 (Fri.)
<u><a href="#">TGS Forum Sponsorship Session</a></u>	Present your company's products, services, and technologies on the Business Day. Two types of sponsorship slots for real venue sessions are available, with different seating sizes and lecture times. Online sessions are also available for on-demand delivery.	<ul style="list-style-type: none"><li>■ Regular Session 60 Min. /JPY 1,320,000 (tax incl.)<ul style="list-style-type: none"><li>• Physical Venue 120 pax</li></ul></li><li>■ Short Session 30 Min./JPY 880,000 (tax incl.)<ul style="list-style-type: none"><li>• Physical Venue 60 pax</li></ul></li><li>■ eSports Conference 30 Min./JPY 880,000 (tax incl.)<ul style="list-style-type: none"><li>• Physical Venue 60 pax</li></ul></li><li>■ Online Session 30 Min./JPY 550,000 (tax incl.)</li></ul>	June 21 (Fri.)

Proposal forms with details can be downloaded from the links in each project title.

To Contact

## **TGS Overseas Management Office (OMO)**

[E-mail]

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