

TOKYO GAME SHOW 2013

AD MENU

Sept 19-22, 2013 @ Makuhari Messe

Varieties of TGS on-site banners and media ads menu for appealing your exhibit!

<<Menu and application form>>

Please send the form by fax or email to the TGS Overseas Management Office (OMO).

Note: TGS OMO will accept application on a first-come and first-served basis.

Company Name:

Bill to (if different):

Contact Person:

Email:

Tel:

Application date:

Signature:

| No. | Items | Purchase Unit | Unit Price (Tax incl.) | Number of Order | Total Price (Tax incl.) |
|----------------|--|--|------------------------|-----------------|-------------------------|
| Media Banner | A ID Charm Ribbon | 1 unit | JPY 5,250,000 | | JPY |
| | B Admission Tickets (back side) | 1 unit | JPY 525,000 | | JPY |
| | C Restaurant Tray Sheet | 6,000 sheets | JPY 420,000 | | JPY |
| | D Official Guidebook | Type 【】 | | | JPY |
| | Official Website | All Rotation Banner | 1 unit | JPY 315,000 | JPY |
| | | Top Page Rectangle | 1 unit | JPY 420,000 | JPY |
| | | Top Page Fixed Banner | 1 unit | JPY 210,000 | JPY |
| | | Micro Site | 1 unit | JPY 1,260,000 | JPY |
| | | Smartphone Web Panel | 1 unit | JPY 525,000 | JPY |
| Outdoor Banner | 1 Station Arched Cover Banner | Large: 4 boards (both sides) Small: 3 boards (both sides) | JPY 1,680,000 | | JPY |
| | 2a Sky Way Column Banner (A) | 2 walls | JPY 315,000 | | JPY |
| | 2b Sky Way Column Banner (B) | 3 walls | JPY 420,000 | | JPY |
| | 3 Sky Way Arch Banner | 1 board | JPY 210,000 | | JPY |
| | 4 Plaza Billboard Banner | 1 board | JPY 840,000 | | JPY |
| | 5a Arched Banner (International Conference Hall) | 8 boards | JPY 892,500 | | JPY |
| | 5b Arched Banner (Central Plaza) | 4 boards | JPY 525,000 | | JPY |
| | 5c Arched Banner (around Esplanade) | 2 boards | JPY 315,000 | | JPY |
| | 6 Spiral Staircase Banner | 1 board | JPY 1,365,000 | | JPY |
| | 7 Entrance Canopy Banner | 1 board | JPY 1,365,000 | | JPY |
| Indoor Banner | 8 Connecting Bridge Banner Set | Large: 1 boards (one side) Small: 3 boards (both sides) | JPY 1,470,000 | | JPY |
| | 9 Entrance Gate Welcome Board | 1 board | JPY 945,000 | | JPY |
| | 10 Entrance Self-standing Banner | 1 board | JPY 525,000 | | JPY |
| | 11 Central Entrance Welcome Sign | Type 【】 | | | JPY |
| | 12 Central Mall Banner | 1 board (both sides) | JPY 420,000 | | JPY |
| | 13 Central Mall Column Covered Sign | 2 walls | JPY 315,000 | | JPY |
| | 14 Central Mall Glass Wall Sign | 1 board | JPY 735,000 | | JPY |
| | 15 Airlock Sign (Internal-Light type) | Type 【】 | | | JPY |
| | 16 Exhibit Floor Sign Banner | 1 sheet (both sides) | JPY 315,000 | | JPY |
| | 17 Food Court Table Advertisement | 10 tables | JPY 420,000 | | JPY |
| | 18 Central Mall Floor Seal Advertisement | Size 【】 | /sqm | | JPY |
| | 19 Ad-Wall | Type 【】 | | | JPY |
| | 20 Entrance Banner at Hall 9 | 2 boards | JPY 525,000 | | JPY |
| | 21 Esplanade Banner | 1 board (both sides) | JPY 525,000 | | JPY |
| | 22 Cosplay Area Back Panel Sponsor | 1 board | JPY 105,000 | | JPY |
| TOTAL | | | | | JPY |

ENQUIRY / APPLICATION

TGS Overseas Management Office (OMO)
c/o Space Media Japan Co., Ltd.

E-mail: tgs@smj.co.jp / Tel: +81-3-3512-5670 / Fax: +81-3-3512-5680

MEDIA BANNER

* All price includes tax.

A

ID Charm Ribbon

【Outline】

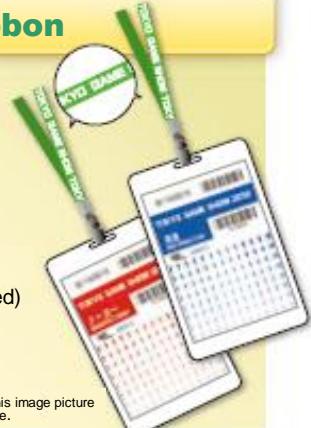
- Material: Braided cord
- Ad contents: Company name, brand name & logo
- Finish: One color print / alligator clip
- Insertion: ID for business visitors and press
- Printing number: 50,000(planned)

Purchase unit: 1set / 1unit
Offering unit: 1 unit

Note: This image picture is sample.

**JPY 5,250,000
per unit**

Application deadline: June 28, 2013
Submission deadline: July 5, 2013

**B**

Admission Tickets (back side)

【Outline】

- Material: Paper
- Size: W100mm x H30mm
- Ad Contents: Free format
- Finish: One color print
- Insertion: Advance ticket / on-site ticket / Business Day invitation ticket
- Printing number: 160,000 (tentative)

Purchase unit: 1set / 1unit
Offering unit: 1 unit



Note: This image picture is ticket of TGS 2012.
Design of ticket and position of ad are subject to change.

**JPY 525,000
per unit**

Application deadline: May 24, 2013
Submission deadline: May 31, 2013

C

Restaurant Tray Sheet

【Outline】

- Material: Paper
- Size: (A3) W420mm x H297mm
- Ad Contents: Free format
- * Please show Hall and Booth number of your exhibit in advertisement page.
- Finish: 4-color print
- Location: Royal Central Cafeteria (In front of Hall 6, 2F aisle)

Purchase unit: 6,000 sheets / 1unit
Offering unit: 1 unit

**JPY 420,000
per unit**

Application deadline: August 9, 2013
Submission deadline: August 20, 2013

**D**

Official Guidebook (Japanese & multi languages)

【Contents】(planned)

- Headline of TGS 2013
- Exhibitor's list
- Floor plan

【Outline】

- Distribution: Entrance gate etc.
- Printing number: 200,000 (planned)
- Size: H280mm x W210mm
- Finish: 4-color print, saddle stitch



Good deal linked to "Nikkei Entertainment", "Nikkei Trendy", "Nikkei Woman" or "Nikkei Trendy Net" is also available.

| Ad Space | Price (Tax incl.) | | Size (HxW, mm) |
|---|-------------------|---------------|-------------------|
| | Exhibitor | Non-exhibitor | |
| Outside back cover | 630,000 | N/A | 280 × 210 |
| Inside front cover (Double-page Spread) | 945,000 | N/A | 280 × 420 |
| Inside front cover 2 (Double-page Spread) | 840,000 | N/A | 280 × 420 |
| Inside back cover (Double-page Spread) | 630,000 | N/A | 280 × 420 |
| 1 page, 4-color | 315,000 | 367,500 | 280 × 210 |
| 1 page, Black & White | 178,500 | 210,000 | 280 × 210 |



Good keeping
PR
Media!

*Image picture above is for 2012. Design for 2013 is subjected to change.

Application deadline: August 20, 2013
Submission deadline: August 26, 2013
Final proof deadline: September 2, 2013



Website URL <http://tgs.cesa.or.jp/>

- Please contact us for the details such as actual page-view result for TGS2012.
- Advertisement position is subject to change depending on view design. Please contact for the details.
- Please submit advertisement script 5 business days prior to the start of advertisement.
- Please refer to the following URL under "Nikkei BP AD Web" for the details of the advertisement requirement.
<http://adweb.nikkeibp.co.jp/adweb/wad/index.html>

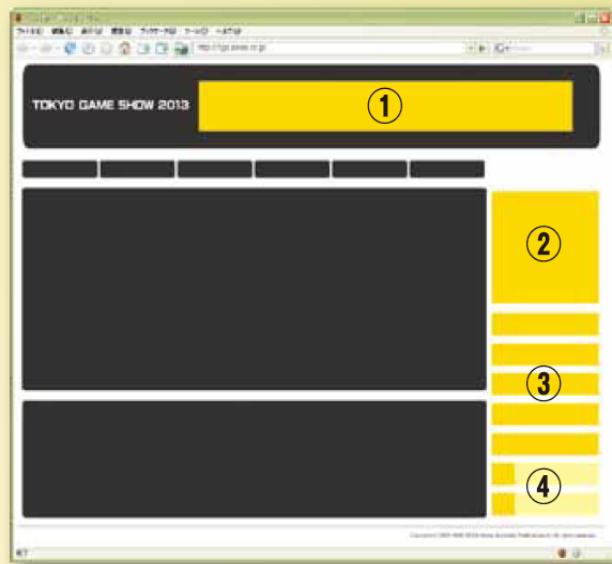
1 All Rotation Banner

Rotation running on all TGS 2013 Official Website

- Size: H90 x W728 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 315,000 per unit

Purchase unit: 1 unit
Offering unit: 5 units



2 Top Page Rectangle

Large banner on TGS 2013 Official Website

Corresponding motion-type advertisements

* Please ask OMO for the details of motion-type advertisements.

- Size: H300(250) x W300 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 420,000 per unit

* Additional distribution fee will be charged for motion-type advertisements

Purchase unit: 1unit
Offering unit: 2 units

3 Top Page Fixed Banner

All time running banner on TGS 2013 top page.

- Size: H60 x W300 pixel
- File format: flash / gif or jpeg (30kb or less)
- Running period: from July 1 to October 31, 2013

JPY 210,000 per unit

Purchase unit: 1 unit
Offering unit: 5 units

4 Micro Site

Best for announcement of new products, sales promotion of online games on website. In addition, space for pictures (60x60 pixel) and texts (30 letters in Japanese / 60 letters in English) is offered in bottom right corner of Top page of the official site to lead web visitors to Micro Site.

- Size: A4 1 page
(1,500 letters in Japanese / 2,400 letters in English)
- Running period: from July 1 to October 31, 2012

Note: Please prepare all data by yourself.

JPY 1,260,000 per unit

Purchase unit: 1 unit
Offering unit: 5 units



5 Smartphone Web Panel



Appearing on optimized site on smartphone (iPhone/Android).

- Size: H50 x W320 pixel
- File format: gif or jpeg (20kb or less)
- Running period: from July 1 to October 31, 2013
- Running page: Almost all optimized site on smartphone

JPY 525,000 per unit

Purchase unit: 1 unit
Offering unit: 1 unit

OUTDOOR ADVERTISEMENT

Outdoor Banner

INTERNATIONAL EXHIBITION HALL



INTERNATIONAL CONFERENCE HALL



CENTRAL ENTRANCE

EVENT HALL

WEST ENTRANCE (2F)

EAST ENTRANCE (2F)



MESSE MALL

INTERNATIONAL EXHIBITION HALL

9 HALL



ROTARY in front of the Station

JR KAIHIN MAKUHARI STATION

*Please contact OMO about customizing or other advertisement plans.

*Please include Hall and Booth number in data page you are going to submit for advertisement.

1

Station Arcade Cover Banner

[Outline]

- Material: Fabric
- Size: Large / W1000 x H700 (both sides)
Small / W600 x H400 (both sides)
- Contents: Company name or company logo
*Please contact OMO for detail.
- Finish: Data output
- Location: Archade Cover
(In front of Kaihin Makuhari Sta.)



JPY 1,680,000 per unit

Purchase unit : Large 4 boards (both sides) /
Small 3 boards (both sides)
Offering unit: 1 unit

2a

Sky Way Column Banner (A)

NEW

[Outline]

- Material: Fabric
- Size: W1100 x H1100
- Building frame: W1100 x H1500
- Finish: Data output
- Location:
Sky Way (closer to Kaihin Makuhari Sta.)



JPY 315,000 per unit

Purchase unit : 2 boards / 1 unit
Offering unit: 1 unit

2b

Sky Way Column Banner (B)

NEW

[Outline]

- Material: Fabric
- Size: W1100 x H1100
- Building frame: W1100 x H1500
- Finish: Data output
- Location:
Sky Way (closer to Makuhari Messe Mall)



JPY 420,000 per unit

Purchase unit : 3 boards / 1 unit
Offering unit: 1 unit

3

Sky Way Arch Banner

NEW

[Outline]

- Material: Plastic Sheets
- Size: W2500 x H900
- Building frame: W3500 x H900
- Finish:
Data output + lamination
- Location: Sky Way



JPY 210,000 per unit

Purchase unit : Large 1 board / 1 unit
Offering unit: 1 unit

4

Plaza Billboard Banner

[Outline]

- Material: Fabric
- Size: W7000 x H3250
- Finish: Data output
- Location:
Central Entrance Plaza



JPY 840,000 per unit

Purchase unit : 1 board / 1 unit
Offering unit: 5 units

*Price including Tax
 *Size of all advertisement is millimeter-base

5a Arched Banner (International Conference Hall)

[Outline]
 ■ Material: Fabric
 ■ Size: W900 x H2100
 ■ Finish: Data output
 ■ Location:
 In front of International Conference Hall



JPY 892,500 per unit

Purchase unit : 8 boards / 1 unit
 Offering unit: 1 unit

5b Arched Banner (Central plaza)

[Outline]
 ■ Material: Fabric
 ■ Size: W900 x H2100
 ■ Finish: Data output
 ■ Location: Central plaza



JPY 525,000 per unit

Purchase unit : 4 boards / 1 unit
 Offering unit: 1 unit

5c Arched Banner (around Esplanade)

[Outline]
 ■ Material: Fabric
 ■ Size: W900 x H2100
 ■ Finish: Data output
 ■ Location: Around Esplanade



JPY 315,000 per unit

Purchase unit : 2 boards / 1 unit
 Offering unit: 1 unit

6 Spiral Staircase Banner

[Outline]
 ■ Material: Fabric
 ■ Size: W6000 x H3000
 ■ Finish: Data output
 ■ Location:
 Column (Foreside of spiral staircase, Central Entrance Plaza)

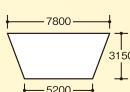


JPY 1,365,000 per unit

Purchase unit : 1 board / 1 unit
 Offering unit: 1 unit

7 Entrance Canopy Banner

[Outline]
 ■ Material: Fabric
 ■ Size: W7800 x H3150
 ■ Finish: Data output
 ■ Location:
 Entrance canopy,
 Central plaza



JPY 1,365,000 per unit

Purchase unit : 1 sheet / 1 unit
 Offering unit: 3 units

8 Connecting Bridge Banner Set

[Outline]
 ■ Material: Fabric
 ■ Size: Entrance side / W2400 x H600
 Halfway of the bridge /
 W1500 x H600 (both sides)
 ■ Finish: Data output
 ■ Location: Entrance and to the
 halfway of the bridge

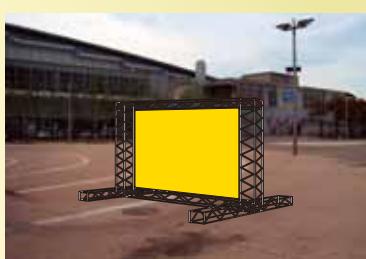


JPY 1,470,000 per unit

Purchase unit : large board / 1 unit (one side)
 small board / 4 units (both sides)
 Offering unit: 1 unit

9 Entrance Gate Welcome Board

[Outline]
 ■ Material: Fabric
 ■ Size: W3600 x H1800
 ■ Finish: Data output
 ■ Location:
 1F Entrance Gate/ Visitors'
 flow line
 ■ Target: Public Day visitors
 (September 21 & 22)



JPY 945,000 per unit

Purchase unit : 1 board / 1unit
 Offering unit: 1 unit

10 Entrance Self-Standing Banner

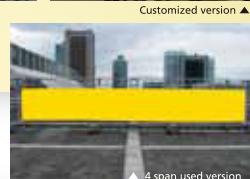
[Outline]
 ■ Material: Fabric
 ■ Size: W1800 x H1800
 ■ Finish: Data output
 ■ Location:
 Based on consultation



Installation location is
 negotiable.

JPY 525,000 per unit

Purchase unit : 1 board / 1unit
 Offering unit: 7 units



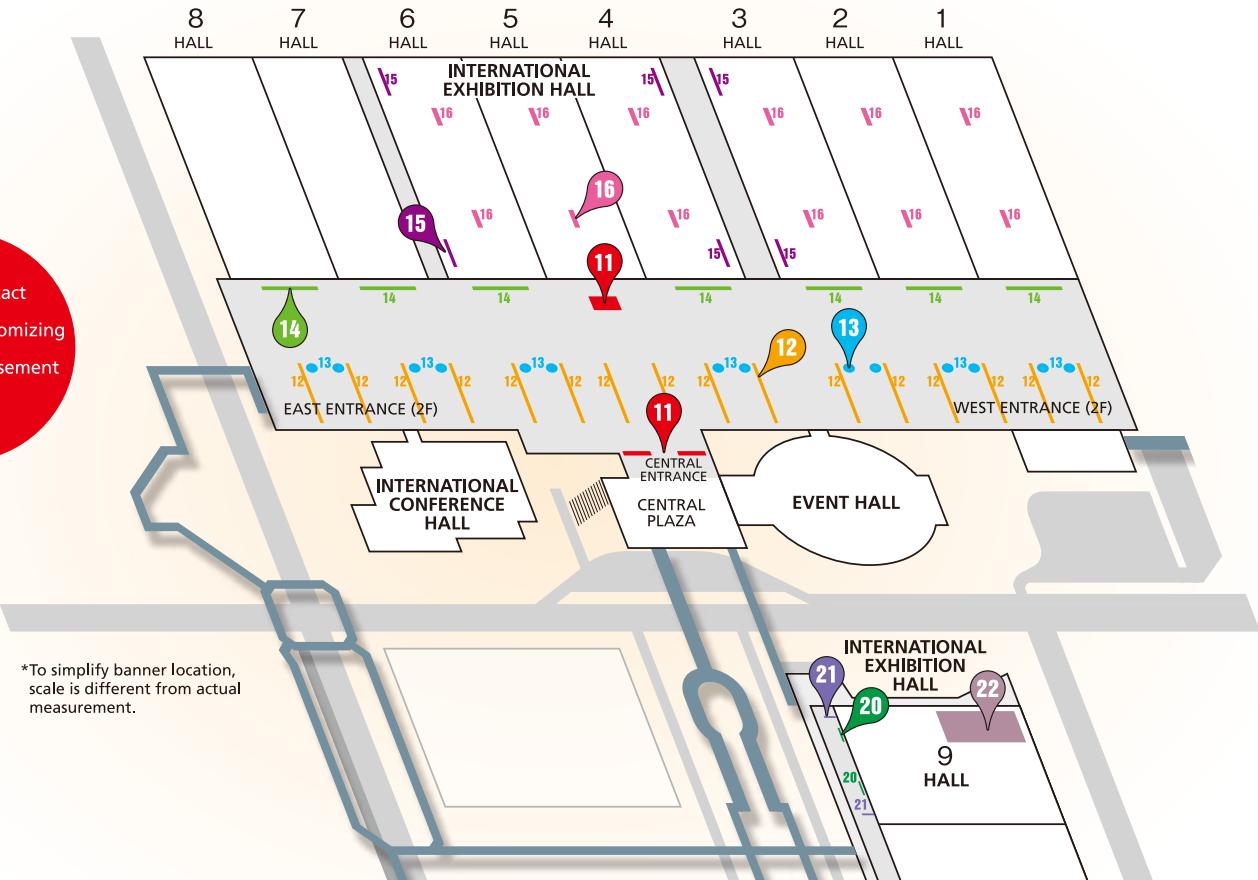
▲ 4 span used version

INDOOR ADVERTISEMENT



Special!

Good deal linked to TV Tokyo or
TV CM on AT-X is available when
selecting optional monitor for
AD menu **15** and **19**.



*Please include Hall and Booth number in data page you are going to submit for advertisement.

11 Central Entrance Welcome Sign

[A : Hanging banner]

- Material: Fabric
- Size: W2700 x H2700
- Finish: Data output

[B : Floor seal]

- Material: Plastic Sheets
- Size:
- Based on consultation
- Finish:



■ Location: 2F Central Entrance

A JPY 420,000 per unit

B JPY 52,500 per sqm

A: Purchase unit: 1 sheet / 1 unit
Offering unit: 2 units

B: Purchase unit: 1 sheet / 1 unit
Offering unit: 1 unit (Location is negotiable)

12 Central Mall Banner

[Outline]

- Material: Woodwork Panel + Output Sheet
- Size: W5000 x H950 (both sides)
- Finish: Data output
- Location: Central mall



JPY 420,000 per unit

Purchase unit: 1 sheet (both sides) / 1 unit
Offering unit: 16 units

13 Central Mall Column Covered Sign

[Outline]

- Material: Fabric
- Size: W2500 x H1800
- Finish: Data output
- Location: Central Mall



JPY 315,000 per unit

Purchase unit: 2 walls / 1 unit
Offering unit: 7 units

14 Central Mall Glass Wall Sign

[Outline]

- Material: Woodwork Panel + Output Sheet
- Size: W7900 x H2500
- Finish: Data output
- Location: Glass wall of central mall



JPY 735,000 per unit

Purchase unit: 1 board / 1 unit
Offering unit: 7 units

15 Airlock Sign (Internal-Light Type)

[Outline]
 ■ Material: Acrylic plate (internal light)
 ■ Size: W3000 x H1800
 ■ Finish: Data output (color) or cutting sheet
 ■ Location: Temporary entrance of each mall



*Number of offering units is subjected to change due to floor plan.

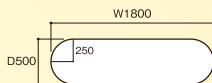
JPY 420,000 per unit

Purchase unit : 1 board / 1 unit
 Offering unit: 6 units

* Non-exhibitors can apply this plan.

17 Food Court Table Advertisement

[Outline]
 ■ Material: Plastic sheet
 ■ Size: W1800 x D500 (Oval shape)
 ■ Finish: Data output + lamination
 ■ Location: Food Court



*Location is subjected to change due to floor plan.



JPY 420,000 per unit

Purchase unit: 10 tables / 1 unit (*Number of table is subjected to change)
 Offering unit: 3 units

19 Ad-Wall

Installation location is negotiable.

[Outline]
 ■ Material: Output sheet
 ■ Size: W950 x H2300 (4 sides)
 ■ Finish: Data output
 ■ Location: Based on consultation (in public spaces only)



Customized version

[Option]
A. With catalog pockets
 ■ 9 catalog pockets per side
 ■ Additional charge: JPY 31,500 per side
B. With PDP monitor
 ■ 42-inch PDP with speaker
 ■ Additional charge: JPY 210,000 per side

JPY 420,000 per unit

Purchase unit: 1 wall (4 sides) / 1 unit
 Offering unit: 7 units

* Non-exhibitors can apply this plan.

21 Esplanade Banner

[Outline]
 ■ Material: Woodwork panel + output sheet
 ■ Size: W3500 x H900 (both sides)
 ■ Building frame: W5000 x H900
 ■ Finish: Data output
 ■ Location: Esplanade



JPY 525,000 per unit

Purchase unit : 1 board (both sides) / 1 unit
 Offering unit: 2 units

*Price including Tax

*Size of all advertisement is millimeter-base

16 Exhibit Floor Sign Banner

[Outline]
 ■ Material: Fabric
 ■ Size: W2000 x H2000 (both sides)
 ■ Finish: Data output
 ■ Location: Hanging from the ceiling of each Hall



JPY 315,000 per unit

Purchase unit: 1 sheet (both sides) / 1 unit
 Offering unit: 12 units

18 Central Mall Floor Seal Advertisement

Installation location is negotiable.

[Outline]
 ■ Material: Plastic sheet
 ■ Size: Based on consultation
 ■ Finish: Data output + lamination
 ■ Location: Central Mall

* Location and shape of the advertisement will be adjusted after consultation.



JPY 52,500 per square meter

Purchase unit: 1 seal / 1 unit
 Offering unit: 1 unit

20 Entrance Banner at Hall 9

NEW

[Outline]
 ■ Material: Plastic sheet
 ■ Size: W1400 x H4100
 ■ Finish: Data output
 ■ Location: Entrance of Hall 9



JPY 525,000 per unit

Purchase unit : 2 boards / 1unit
 Offering unit: 2 units

22 Cosplay Area Back Panel Sponsor

NEW

[Outline]
 ■ Material: Panel
 ■ Size: W1100 x H1100
 ■ Finish: Data output
 ■ Location: Cosplay shooting area



JPY 105,000 per unit

Purchase unit: 1 wall / 1 unit
 Offering unit: 10 units