

**TOKYO
GAME
SHOW**
2021 ONLINE

Amazon.co.jp Exhibitor Plan

Exhibitor Program Outline



Introduction

The TOKYO GAME SHOW in 2021 will be mainly conducted online in order to prevent Covid-19 infections.

The TOKYO GAME SHOW 2021 ONLINE (Abbreviation: TGS2021 ONLINE) will be held from September 30 (Thursday) until October 3 (Sunday), 2021. During the show, various companies and organizations in the gaming industry — from major publishers to indies game developers — will unveil their latest updates including the release of new titles, services and merchandise, through the official TGS channel and web pages. Livestreaming of eSports competitions will be offered too, along with online talk sessions covering the latest topics in games. All of these online contents are viewable free of charge. At the same time, online negotiations meetings will be provided for exhibitors and other individuals involved in the gaming business.

Through our “Business Matching System”, participants will be able to hold web meetings and conduct networking. Our online negotiations meetings will allow participation among exhibitors and individuals involved in the gaming business (paid services). The TGS2021 ONLINE offers a place for enjoyment and countless possibilities enabled by gaming. Collaborative contents will be served on various topics such as “Gaming x Music” and “Gaming x Fashion” too.

We sincerely hope that conducting the show online will enable users from all over the world to participate.

Just like last year, the “Amazon.co.jp Special Site Exhibit Program” will be implemented with Amazon.co.jp. In this program, Amazon’s website will be linked to the TGS2021 ONLINE Official Site to set up the TGS2021 ONLINE Special Site Page within Amazon.co.jp. This will provide TGS contents to as many users as possible, while offering related goods exclusively on Amazon.co.jp.

*Note: This year’s TGS2021 ONLINE merchandise sales will be conducted only on Amazon.co.jp.

Exhibitors who take part in this Exhibitor Program will be able to set up their proprietary pages on Amazon.co.jp’s Special Site (within Amazon.co.jp), which allows live commerce. This will also enable exposure of the exhibitor company names and banner ads. Exhibitor products will be linked with the show to provide smooth navigation for visitors to make purchases.

We hope you will take this opportunity to participate in our Exhibitor Program, as it could help maximize your promotional activities.

TGS2020 ONLINE Performance

Performance for TGS2020 ONLINE Amazon.co.jp Special Site

Last year, the TGS was held online for the first time ever, which set up a special site within Amazon.co.jp to offer the best of both worlds of livestreaming and merchandise sales.

Leveraging the online advantages of having no limitations in participants and time enabled many users to be in touch with the latest in the gaming industry and make their purchases while enjoying themselves.

225,000,000+
Impressions

*Over a total for four days during TGS2020 ONLINE

25,000,000+
Unique Customers Reached

*Over a total for four days during TGS2020 ONLINE

2,500,000+
Page Views of TGS Product Detail Pages

*Page views of users who navigated through ads and the Special Site Page

640+ million yen
Total Sales of Exhibitor Companies

*Sales of 63,000+ units

SELECT STAGE
ステージ選択

01 TOKYO GAME SHOW 2020 | ONLINE
MAIN STAGE メインステージ

02 Japan Game Awards 2020
JAPAN GAME AWARDS

03 SENSE OF WONDER NIGHT 2020
INDIE GAME STAGE インディーゲームステージ

04 e-Sports X STAGE e-Sports X STAGE

05 JeSU STAGE JeSU STAGE

TGS MARKET 物販会場

GAMES ゲームソフト
GAMING DEVICE ゲーム機・デバイス本体
CHARACTER GOODS キャラクターグッズ

SOUNDTRACK サウンドトラック
ACCESSORIES アクセサリ・周辺機器

SQUARE ENIX スクウェア・エニックス
Microsoft マイクロソフト

SHOPPING ZONE



PICK-UP EXHIBITORS

- Cygames サイゲームズ
- OCULUS オキュラス
- PAC-MAN パックマン
- ENTER
- ENTER
- ENTER

ENTER

Platinum Microsoft Platinum SQUARE ENIX GOLD EXHIBITORS

TOKYO GAME SHOW 2020 | ONLINE

SELECT STAGE
ライブ配信

EVENT GUIDE
概要・出展社

TGS MARKET 物販会場

※一部、18歳以上のみを対象とする表現内容が含まれています。

FEATURED ITEMS
LIVEステージ内で紹介された注目商品

商品名	価格	Prime	カートに入れる	すべての商品を見る
バルランダーワークス (PS4/Switch)Am	¥7,480	✓	カートに入れる	すべての商品を見る
ニーア レプリカver.1.224744871	¥7,619	✓	カートに入れる	すべての商品を見る
Nier Replicant ver.1.224744871	¥8,580	✓	カートに入れる	すべての商品を見る

TOKYO GAME SHOW 2020 | ONLINE

01 MAIN STAGE メインステージ

Event Details

TITLE

TOKYO GAME SHOW 2021 ONLINE (Abbreviation: TGS2021 ONLINE)

DATES

September 30 (Thursday), 2021 ~ October 3 (Sunday), 2021

*Online Business Negotiations begin September 29 (Wednesday), 2021

SITES

TGS2021 ONLINE Official Site

TGS2021 ONLINE Amazon.co.jp Special Venue

Video Streaming Platforms (Served through the TGS Official Account)

ORGANIZER

Computer Entertainment Supplier's Association (CESA)

CO-ORGANIZERS

DENTSU INC.

Nikkei BP, Inc.

Event Details

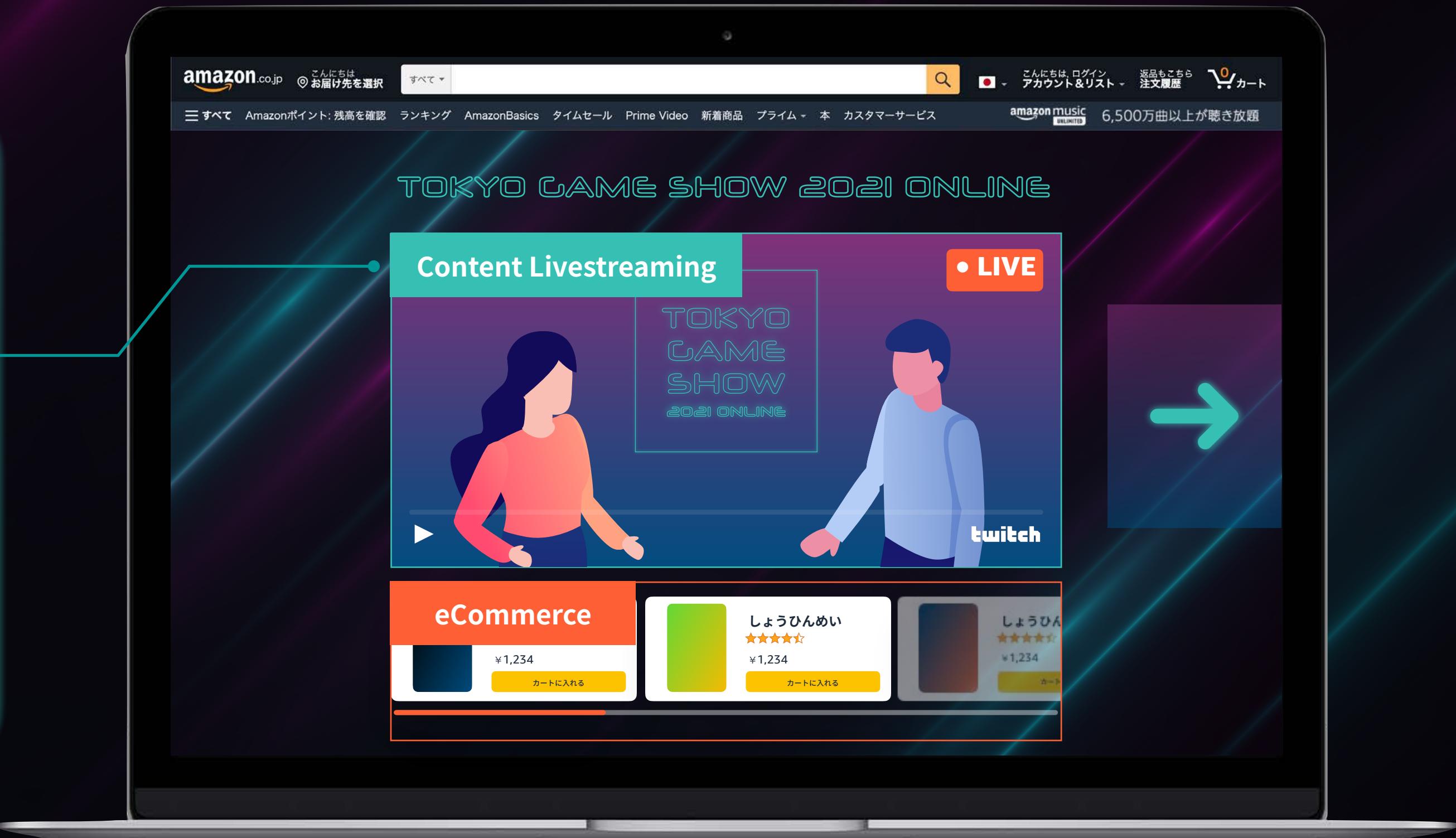
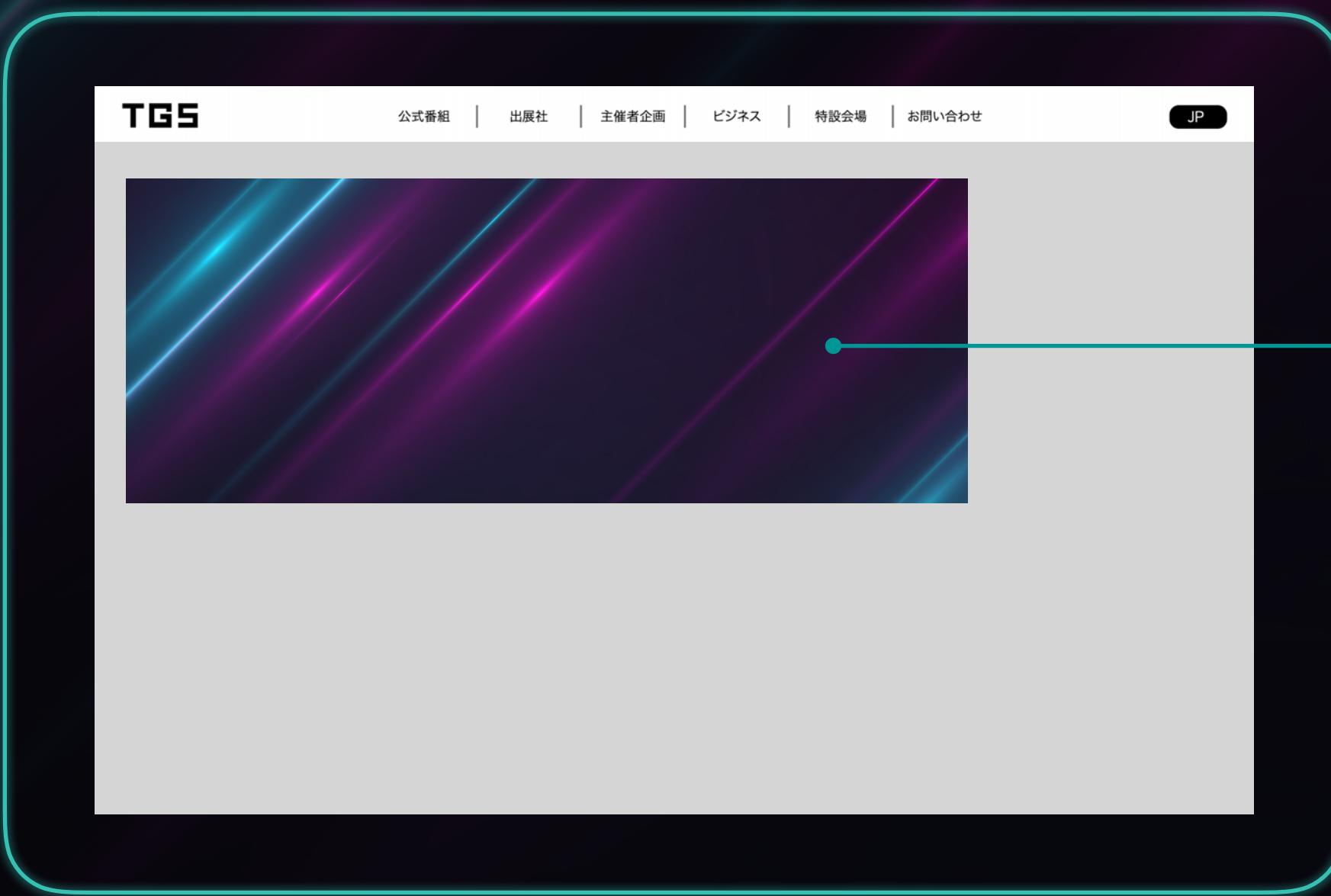
The Venues

A special venue page will be set up on the Amazon.co.jp site, which will be linked to the TGS2021 ONLINE official site. This mutual link will help create touchpoints with more consumers and enable product sales.

TGS2021 ONLINE Amazon.co.jp Special Site

*Page structures and designs are subject to change as they are images as of March 30 (Tue), 2021.

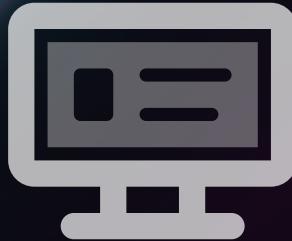
TGS2021 ONLINE Official Site



Amazon.co.jp Special Site

About Amazon.co.jp

Amazon.co.jp is the comprehensive online store, taking pride in offering several hundred million products. Amazon.co.jp also provides services such as “Amazon Prime”, which offers various benefits in shopping and entertainment.

 **13 million+**

Monthly Unique Visitors (PC)*

 **41 million+**

Monthly Unique Visitors (Mobile)**

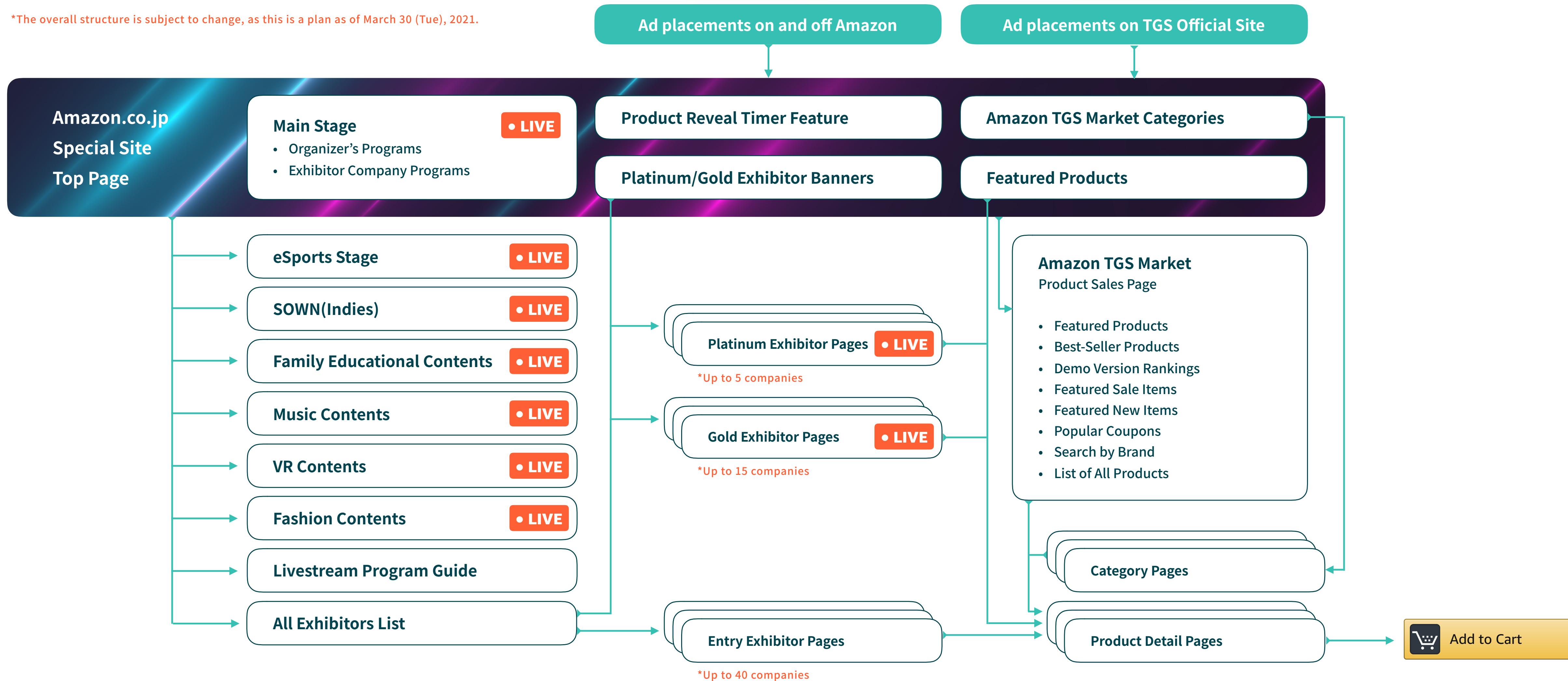
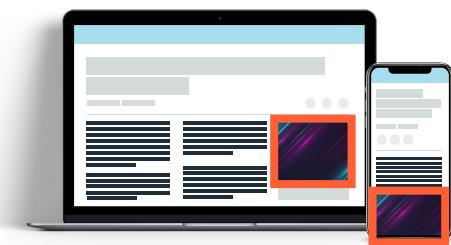


*Desktop: Source: Nielsen Digital Content Measurement “Access from Home & Work at Brand Level” February 2019

**Mobile: Source: Nielsen “Mobile NetView Ranking by Brand” February 2019

Structure of the Special Site

*The overall structure is subject to change, as this is a plan as of March 30 (Tue), 2021.



Amazon.co.jp Special Site

Ad Placements

Period

2021/9/30 (Thursday) - 2021/10/3 (Sunday)

Forecasted Impressions

300,000,000+*

Target Segment

Amazon.co.jp Customers who show high interest in gaming, entertainment and similar.

The Package

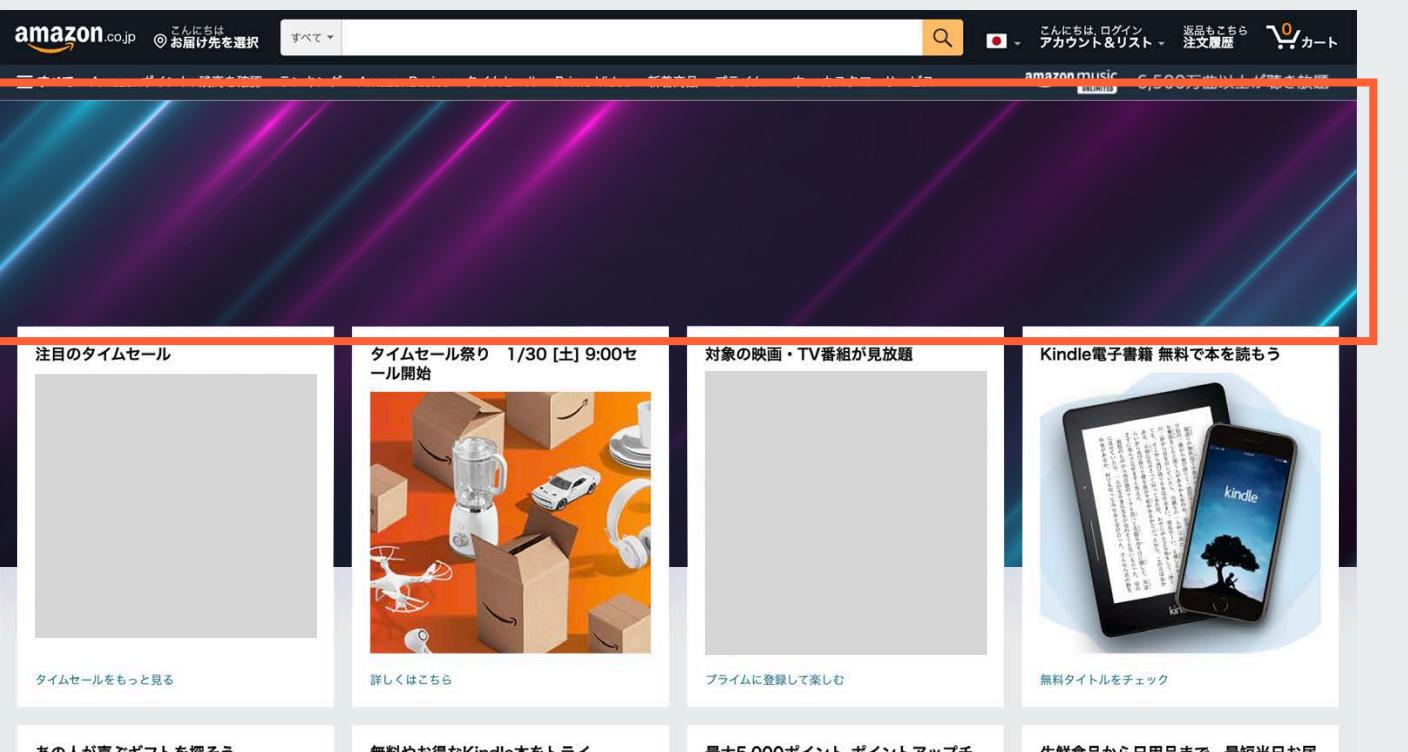
1. Amazon Hero1
 - Premium ad placement on Amazon.co.jp's top page
2. Ad network on and off Amazon
 - Banner ad placements on external sites
 - Banner ad placements within Amazon.co.jp
3. Twitch Homepage Headliner
 - Ad placement on Twitch's top page

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.

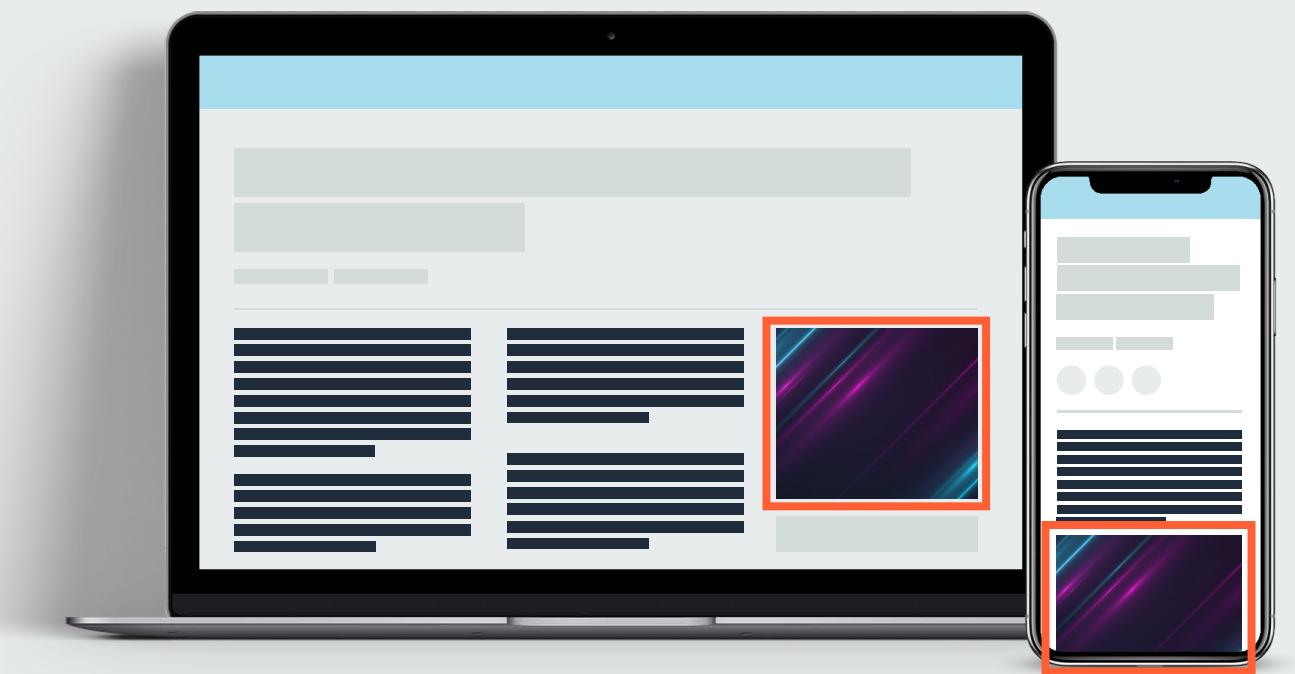
*Please note that actual impressions could differ from these forecasted impressions.

Example of ad placements

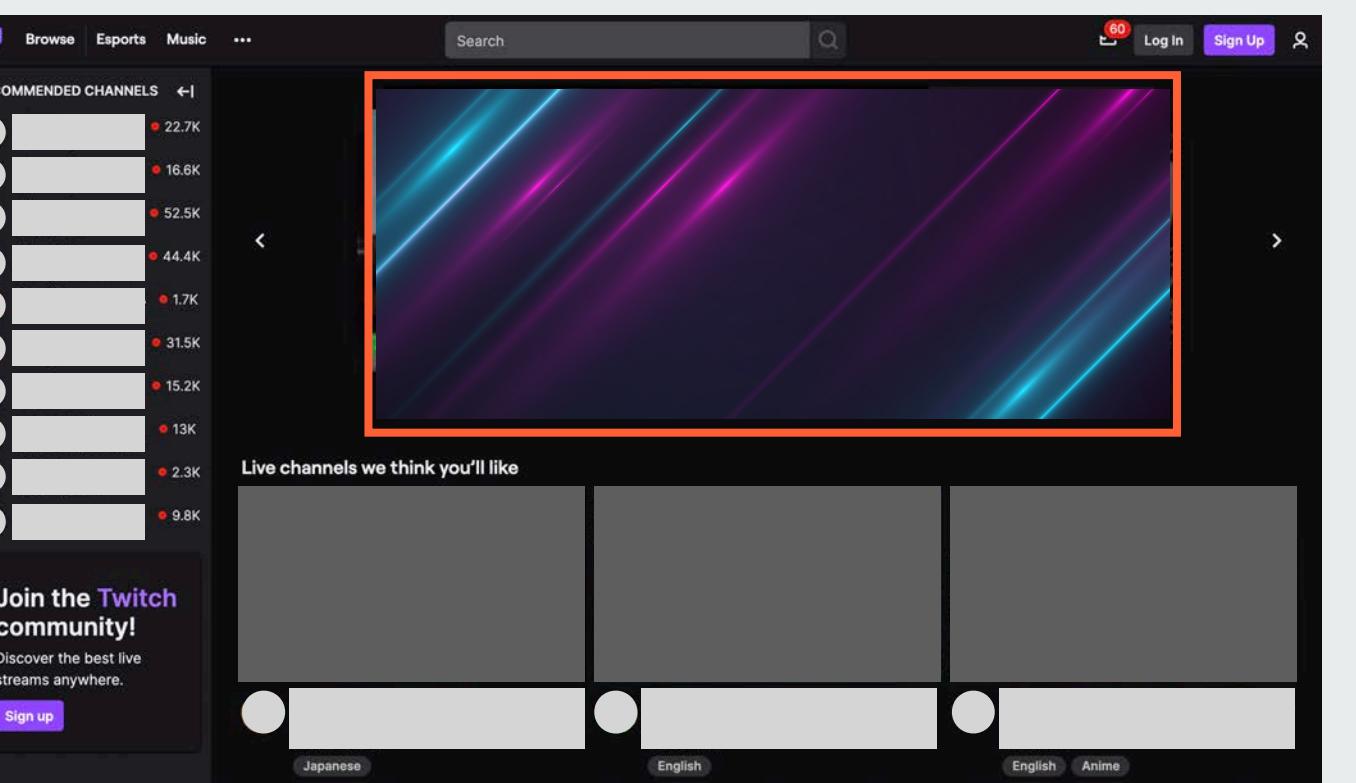
Amazon Hero1



Ad network on and off Amazon



Twitch Homepage Headliner



Amazon.co.jp Special Site

Additional Ad Placements

Period

2021/9/30 (Thursday) - 2021/10/3 (Sunday)

Additional Ad Placements

1. Amazon Gateway Category Card

2. Ad placements within the Amazon retail category

Video Game store top, Video Game other store, PC game soft store:

- a. Hero
- b. Skin
- c. Left Nav
- d. Mid Stripe

Video Game detail pages, PC game soft detail pages

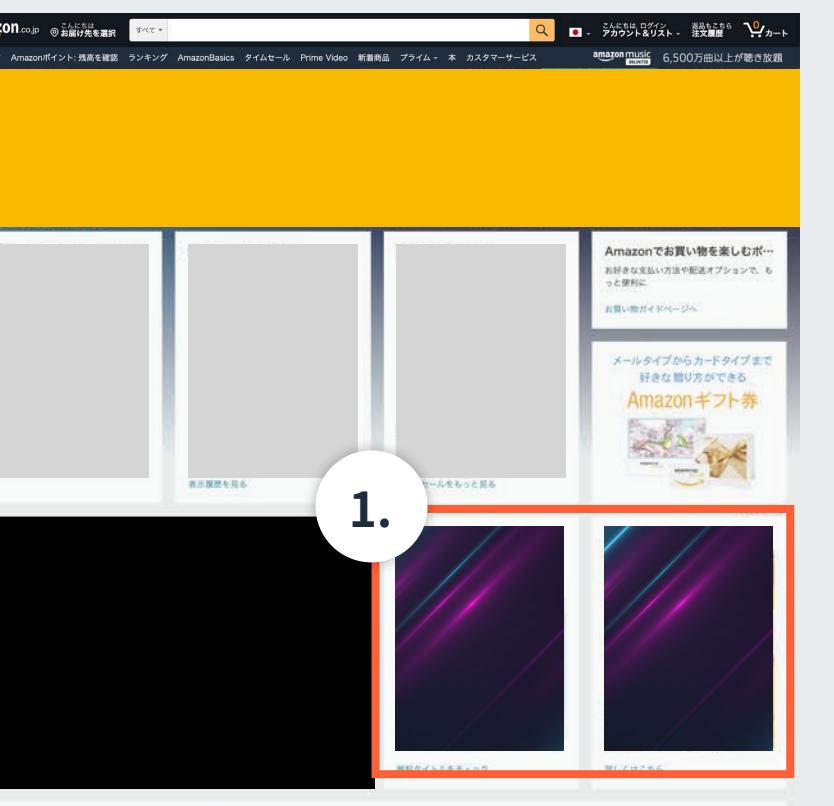
- e. Detail ILM
- f. Hero Quick Promo
- g. Quick Promo

3. Ad placements (off Amazon) on the TGS Official Site top page

4. Exposure on the TGS Official social media accounts

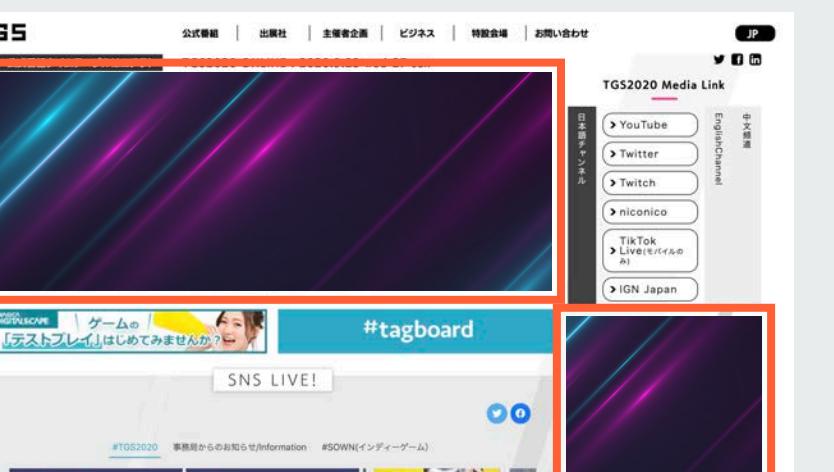
Example of additional ad placements

Amazon.co.jp Gateway



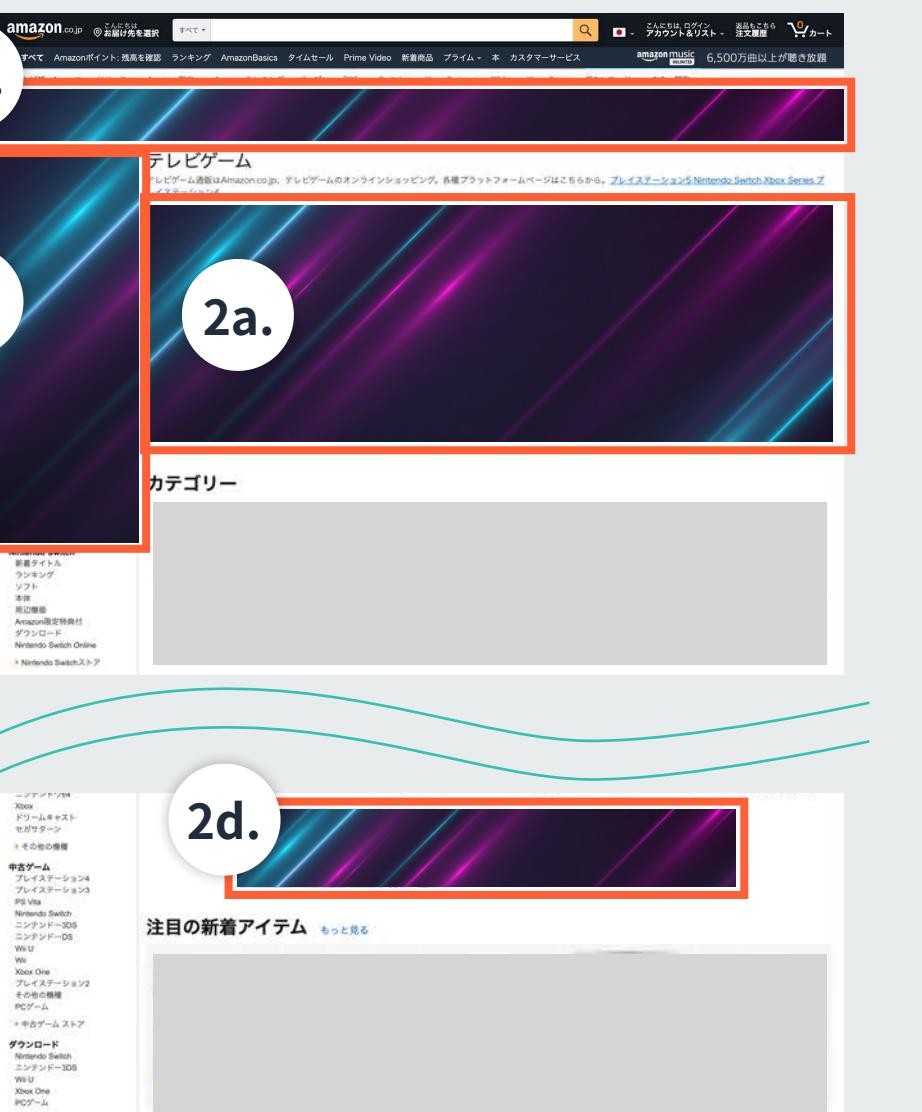
Reference:
<https://www.amazon.co.jp/>

TGS Official Site Top Page (off Amazon)



Reference:
<https://expo.nikkeibp.co.jp/tgs/2020/>

Store top pages



Reference:
<https://www.amazon.co.jp/b?ie=UTF8&node=637394>

Detail pages



Reference:
<https://www.amazon.co.jp/dp/B0869MWWSQ>

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Amazon.co.jp Special Site

Top Page

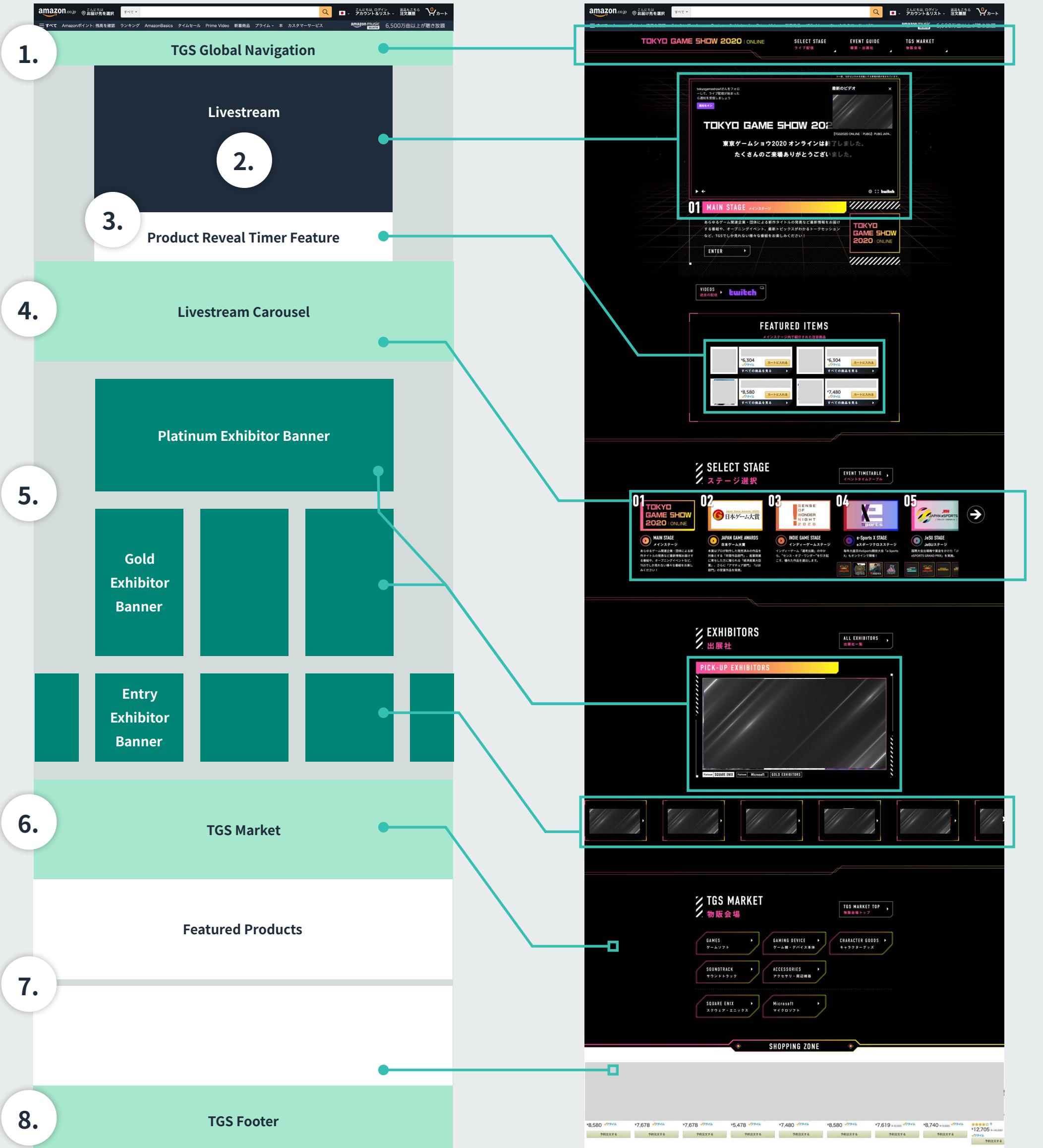
Period

2021/9/30 (Thursday) ~

Components

1. TGS Global Navigation
 - A menu of links to the main pages of TGS Amazon.co.jp Special Site
2. Livestream
 - Livestream of main stage contents via Twitch player
3. Product Reveal Timer Feature
 - Products are displayed on the page during a livestream (at a pre-scheduled time)
4. Livestream Carousel
 - Displays a selection of all livestream channels
5. Exhibitor Banner
 - Links to Exhibitor's special page
 - Placement size and frequency varies based on Exhibitor plan
6. TGS Market
 - Links to product categories of the TGS Product Sales Pages
7. Featured Products
 - Featured products are curated and displayed in a carousel
 - Curated by Amazon with a focus on Platinum Exhibitor's products
8. TGS Footer
 - Common footer on all TGS Amazon.co.jp Special Site pages
 - Links back to the TGS Amazon.co.jp Special Site Top Page

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.



Amazon.co.jp Special Site

TGS Market

Period

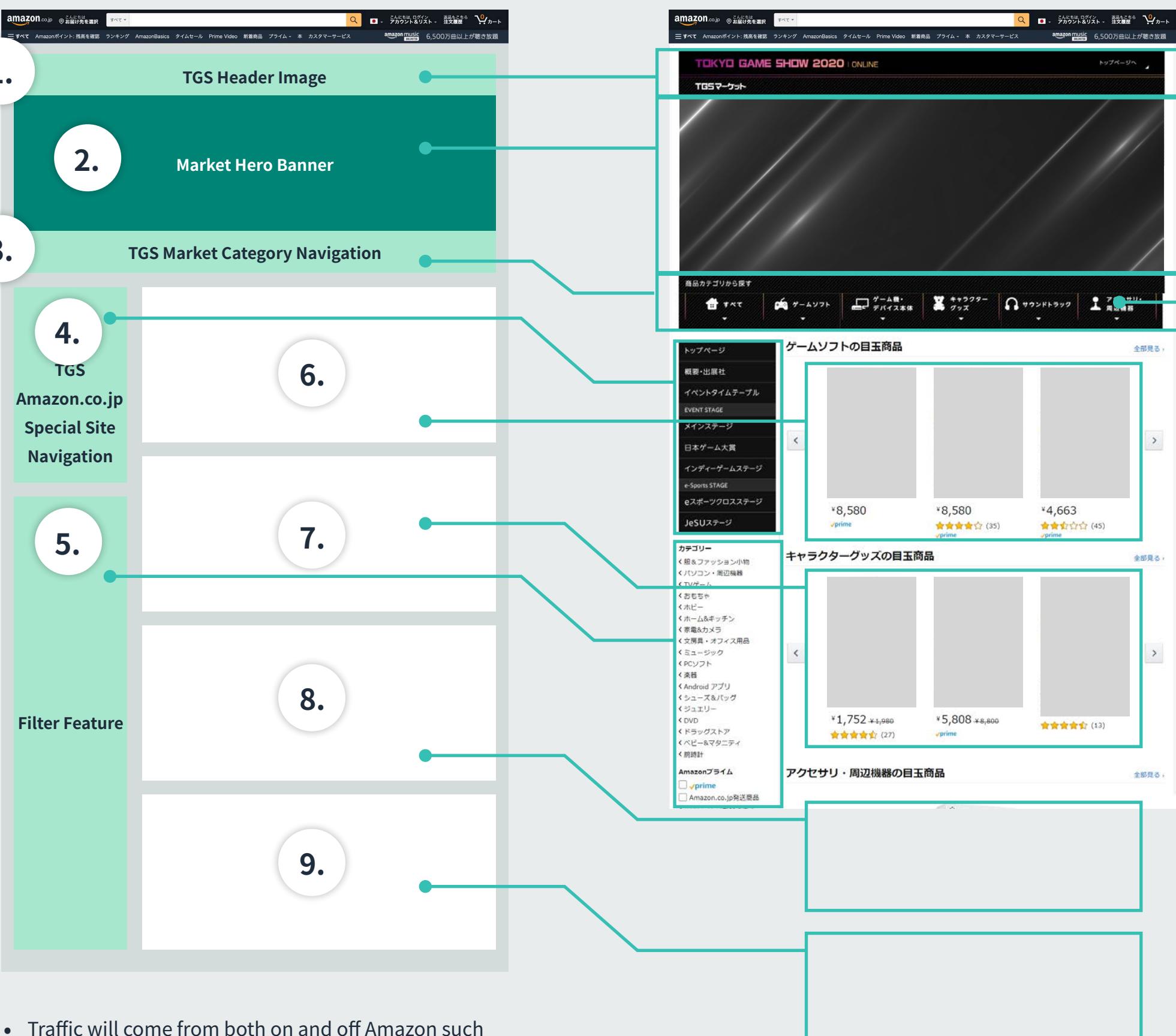
2021/9/30 (Thursday) ~

Components

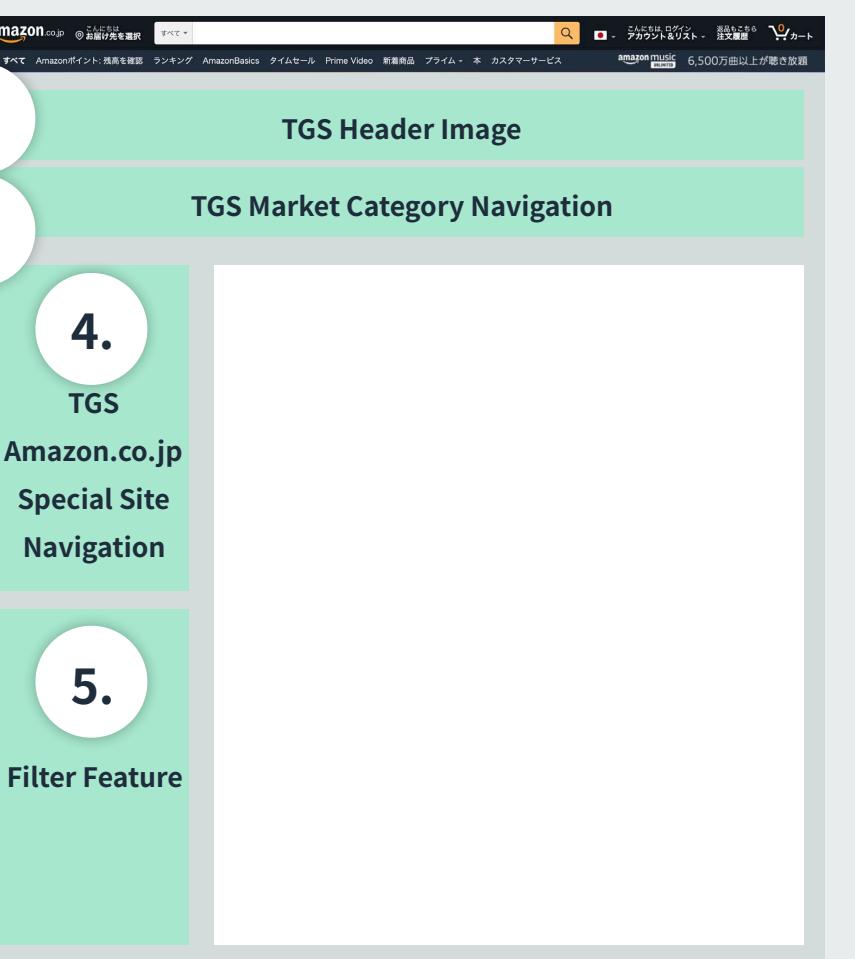
1. TGS Header Image
 - A link to the TGS Amazon.co.jp Special Site Top Page on the top right
2. Market Hero Banner
 - Banner Placement for Platinum Exhibitors
 - Banner display frequency at 20% per Exhibitor
3. TGS Market Category Navigation
4. TGS Amazon.co.jp Special Site Navigation
 - Links to Top Page, All Exhibitors List, Program Guide, etc.
5. Filter Feature
 - Default Amazon product filter feature
 - Functions independently from the TGS Market Category Navigation
6. Featured Products
 - Featured products are curated and displayed in a carousel
 - Curated by Amazon with a focus on Platinum Exhibitor's products
7. Best-Seller Products
 - Best-Seller products of this store displayed in a carousel
8. Featured Titles
 - Links to lists of products categorized by Game Title
 - Manually curated by Amazon
9. Find by Brand
 - Featured brand logos and images are displayed, linking to lists of products categorized by Brand

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.

TGS Market Top Page



TGS Market Category Pages



Amazon.co.jp Special Site

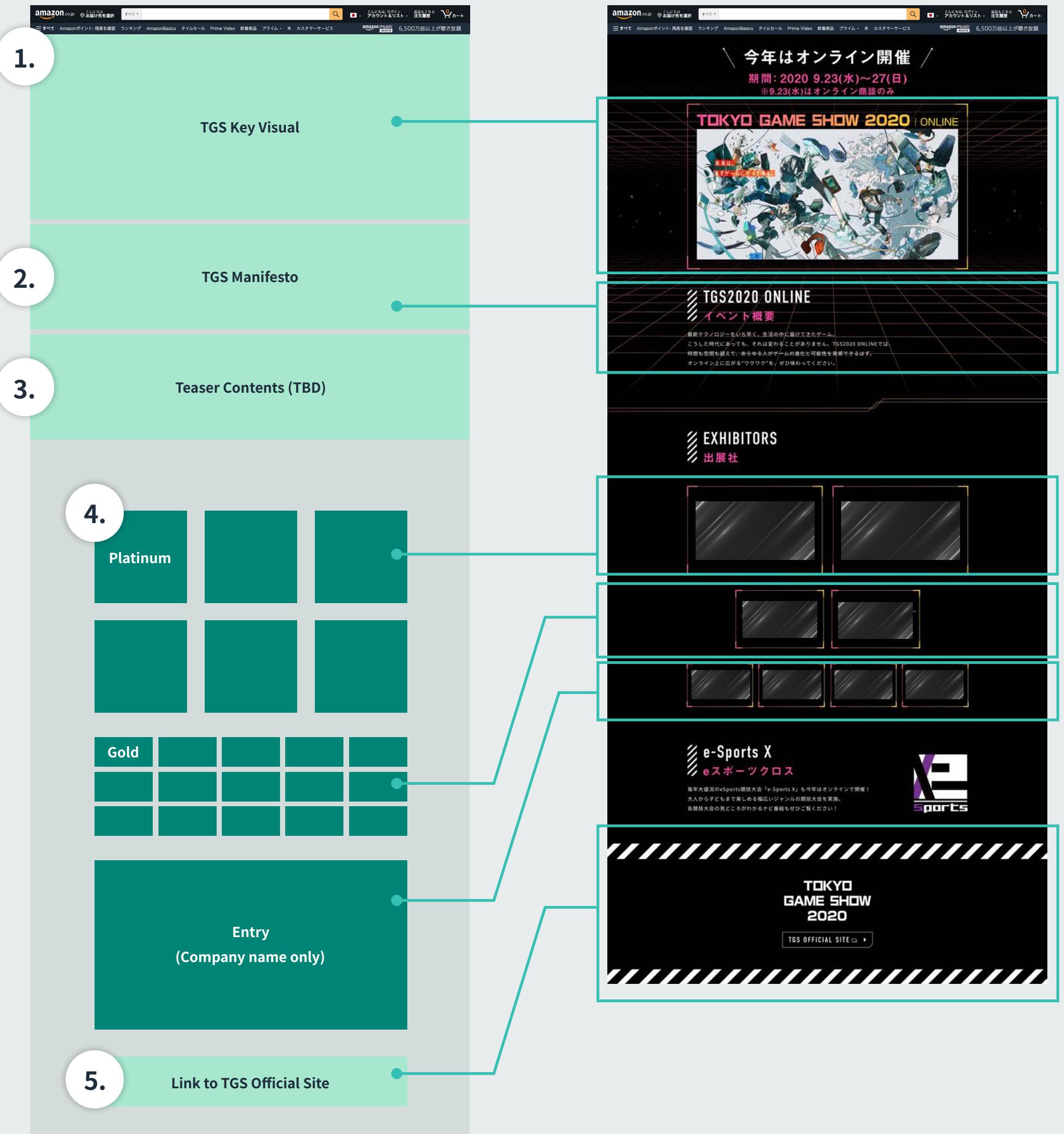
Teaser Page

Period

Early August 2021 ~

Components

1. TGS Key Visual
 - Announces the event dates
2. TGS Manifesto
 - Explains the themes of TGS 2021
3. Teaser Contents (TBD)
4. Exhibitor Introduction
 - Platinum: Large logo with Link
 - Gold: Medium logo with Link
 - Entry: Company name only
 - Exhibit Only: No mention
5. Link to TGS Official Site



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Exhibitor Plan

Platinum: Special Page

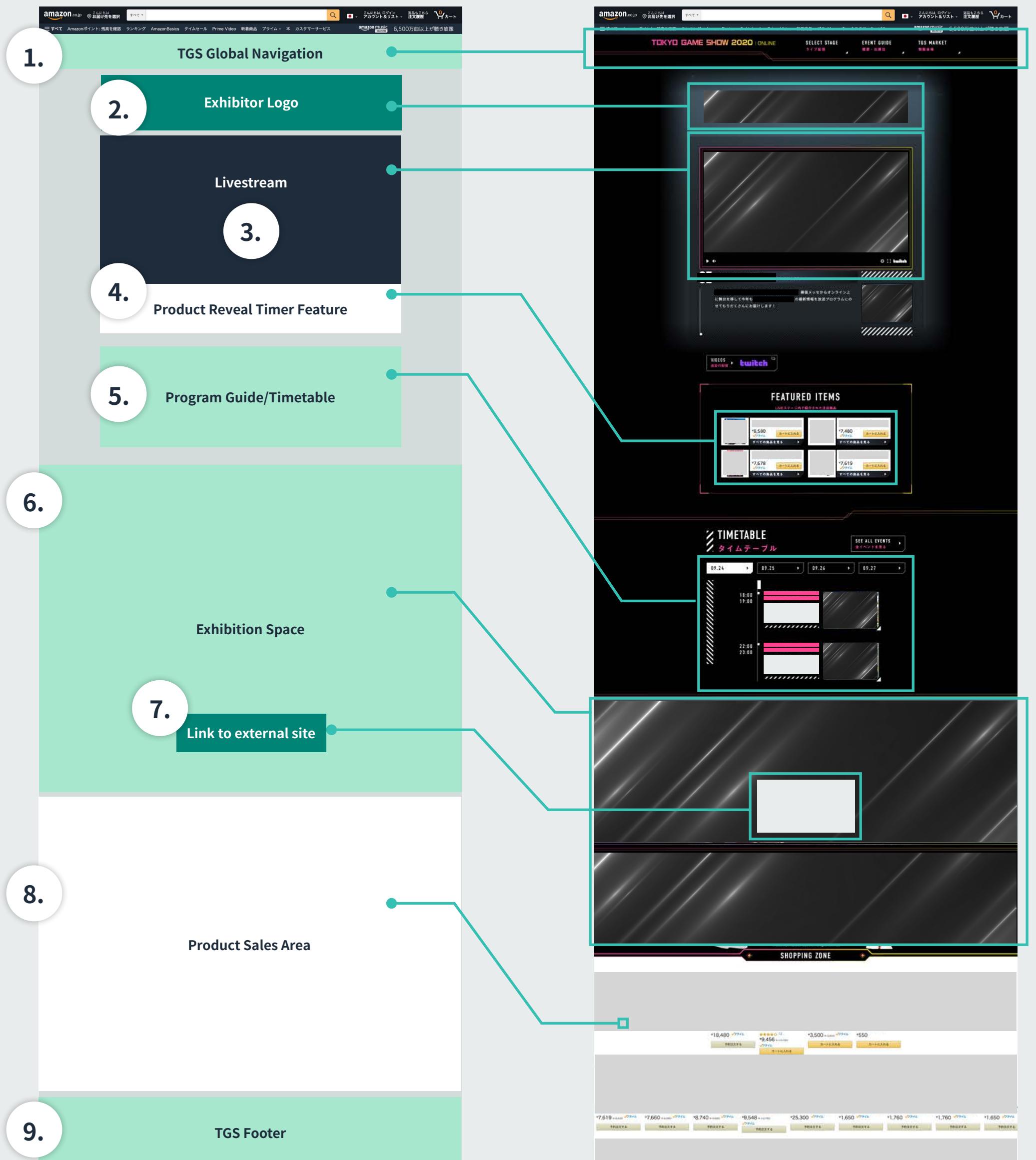
Exhibitor Fee

22 million yen

Contents

1. TGS Global Navigation
 - A menu of links to the main pages of TGS Amazon.co.jp Special Site
2. Exhibitor Logo
3. Livestream
 - Livestream of main stage contents via Twitch player
4. Product Reveal Timer Feature
 - Products are displayed on the page during a livestream (at a pre-scheduled time)
5. Program Guide/Timetable
 - Features details of livestreams on this channel
6. Exhibition Space
 - Area to feature images, videos, and products
7. Link to Exhibitor's external site
 - Link to external site; exclusive to Platinum Plan
8. Product Sales Area
 - Products displayed in carousels
 - Maximum of 5 categories x 20 products each
9. TGS Footer
 - Links back to the TGS Amazon.co.jp Special Site Top Page

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.



Exhibitor Plan

Platinum: Promotion & Traffic

Exhibitor Fee

22 million yen

Promotion

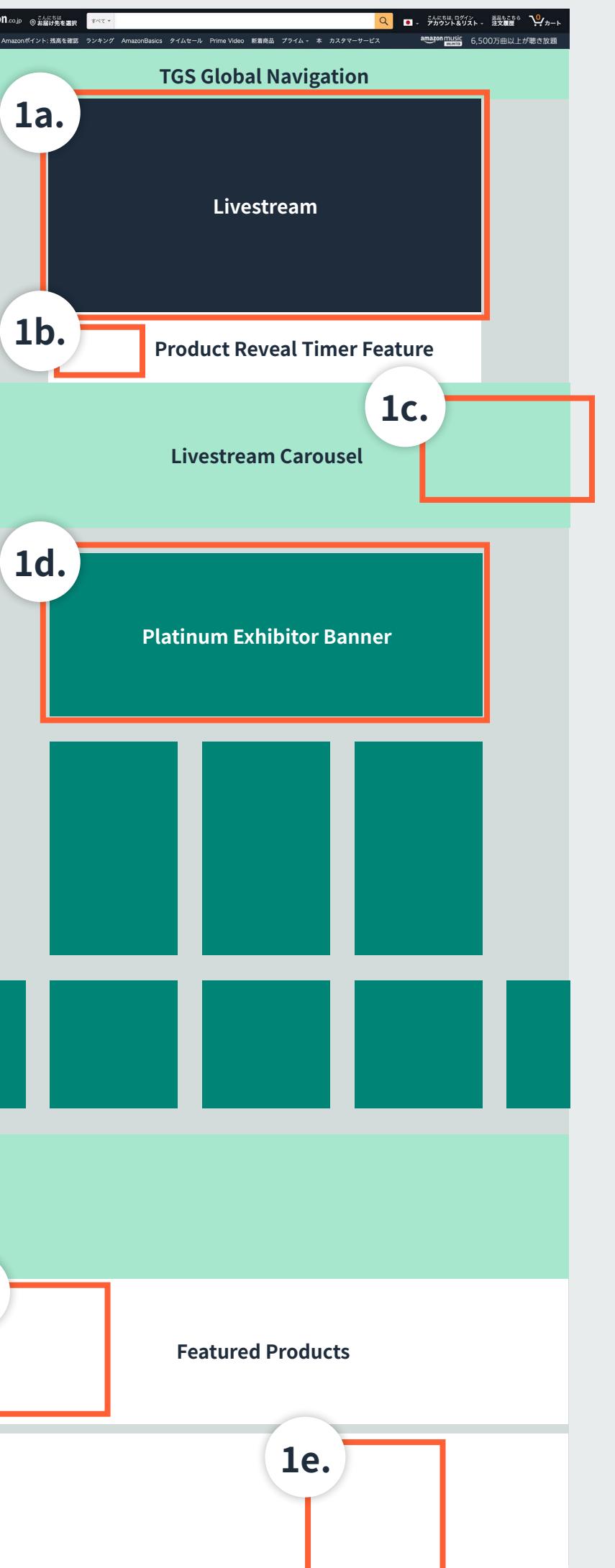
1. Product listing in TGS Market
2. Distribution of coupons upon purchase of eligible product.
 - Useable on a subsequent purchase of eligible products
 - Exhibitors are required to provide the coupons
3. Distribution of targeting coupons
 - Exhibitors are required to provide the coupons

Traffic

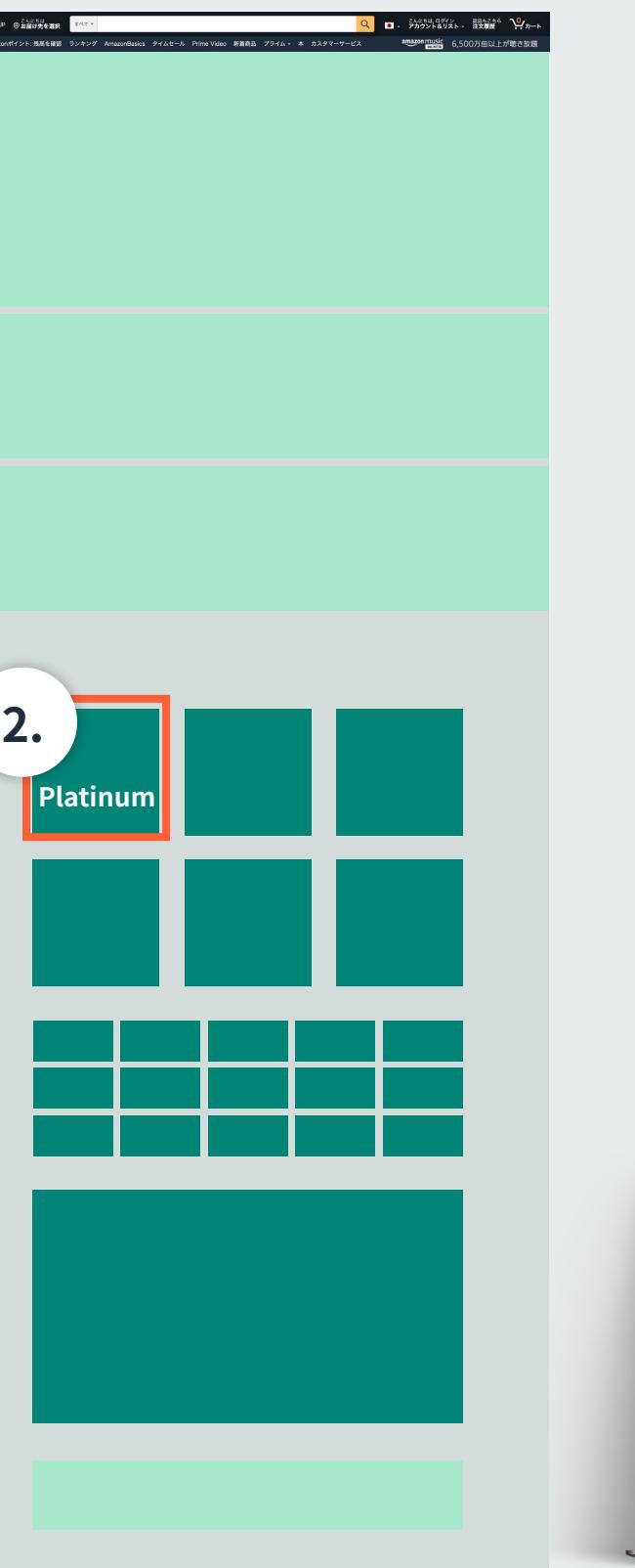
1. Placements in the Amazon.co.jp Special Site Top Page
 - a. Livestream
 - b. Product Reveal Timer Feature
 - c. Channel displayed in Livestream Carousel
 - d. Large banner placement
 - e. Products featured in the Featured Products carousels
2. Placements in the Teaser Page
 - Large logo with link
3. Placements in TGS Market
 - 20% banner display frequency on the Market Hero Banner
4. ILM Banners on Amazon Game Store Detail Pages
5. Banner placements through Ad networks on and off Amazon (3 million yen of Direct Traffic)
6. Targeting e-mails
 - f. During the Teaser period
 - g. During the TGS event period
 - h. After the TGS is completed
7. Large logo with Link in the All Exhibitors List Page
8. Company name in the Amazon.co.jp Special Site Global Navigation

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.

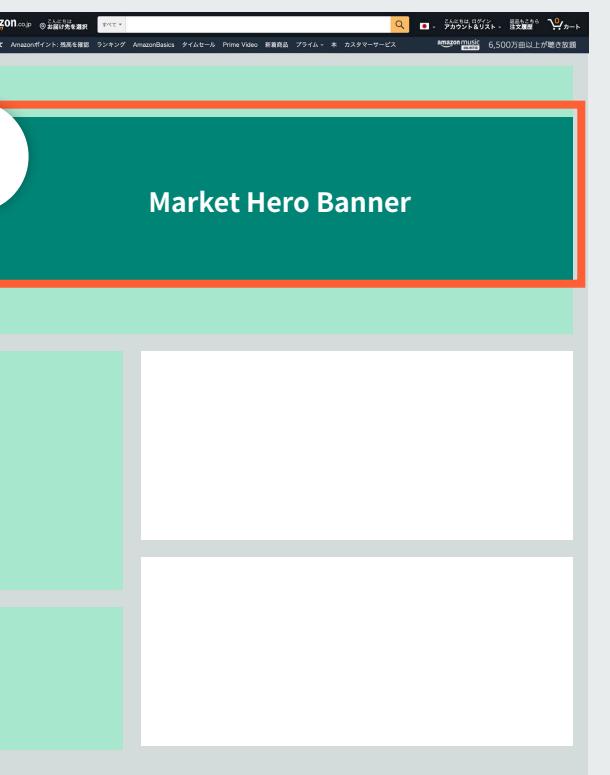
Amazon.co.jp Special Site Top Page



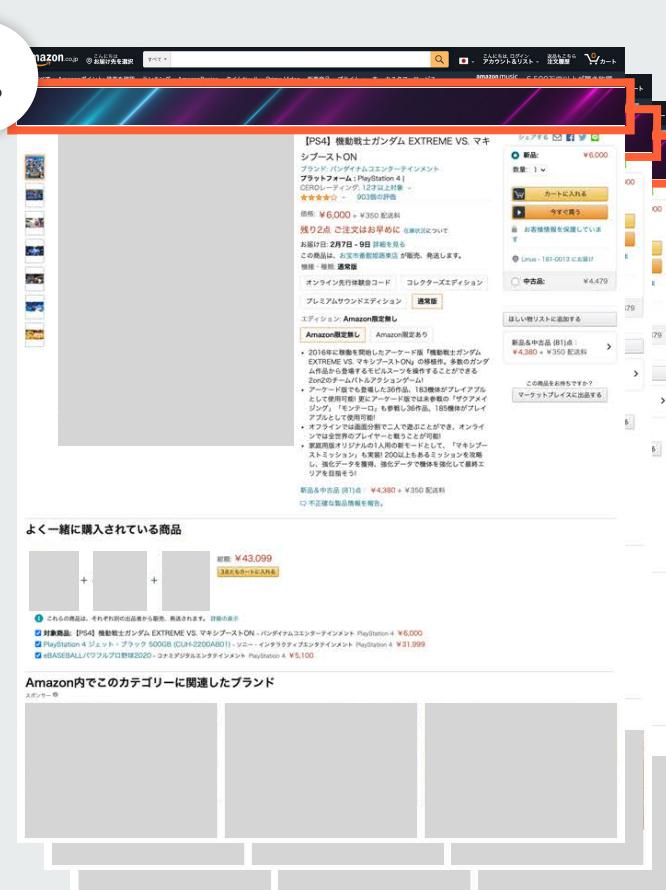
Teaser Page



TGS Market Top Page



Banners in Amazon Game Store



Banner placements through Ad networks on and off Amazon (3 million yen of Direct Traffic)



Targeting e-mails



Exhibitor Plan

Gold: Special Page

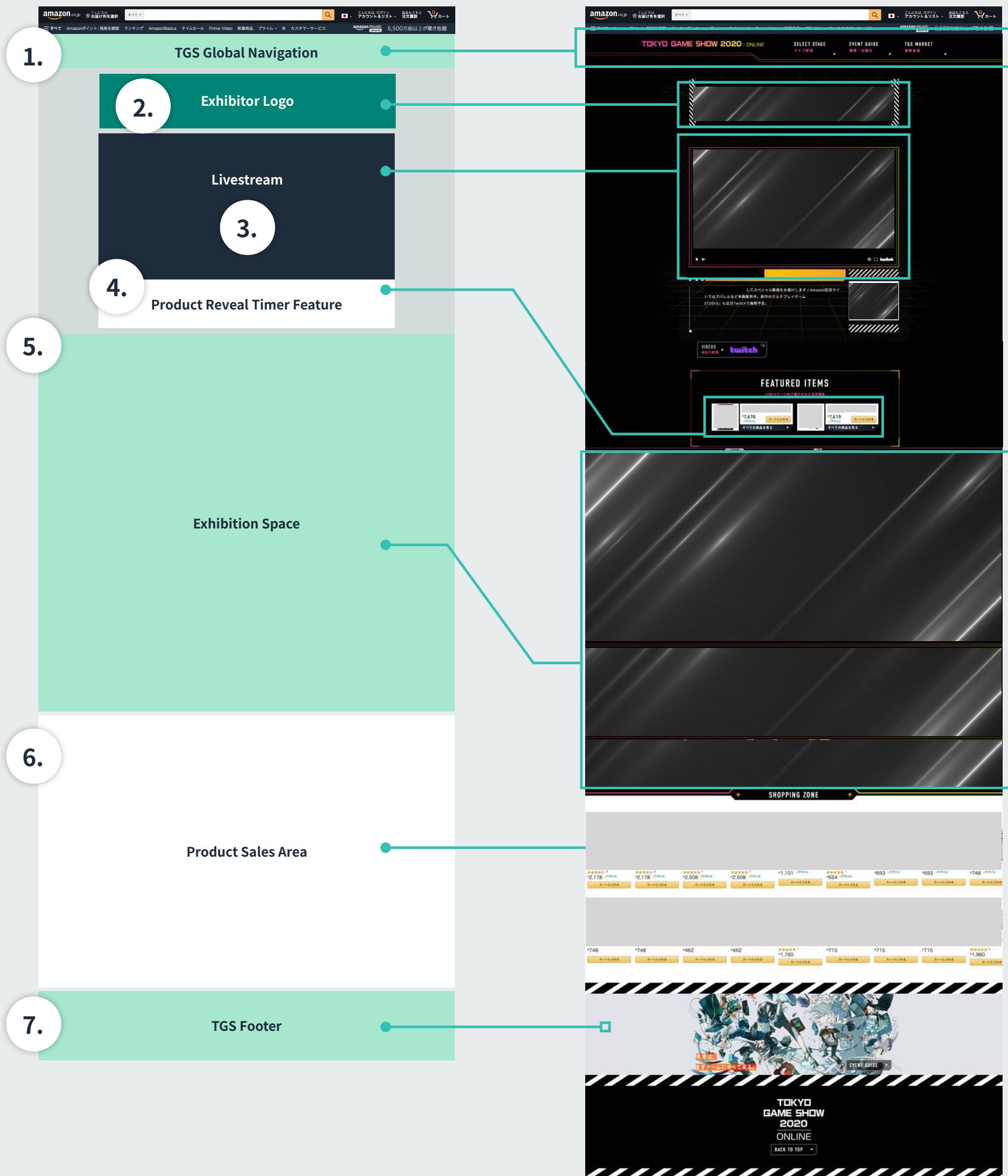
Exhibitor Fee

7.7 million yen

Contents

1. TGS Global Navigation
 - A menu of links to the main pages of TGS Amazon.co.jp Special Site
2. Exhibitor Logo
3. Livestream
 - Livestream of main stage contents via Twitch player
4. Product Reveal Timer Feature
 - Products are displayed on the page during a livestream (at a pre-scheduled time)
5. Exhibition Space
 - Area to feature images, videos, and products
6. Product Sales Area
 - Products displayed in carousels
 - Maximum of 5 categories x 20 products each
7. TGS Footer
 - Links back to the TGS Amazon.co.jp Special Site Top Page

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Exhibitor Plan

Gold: Promotion & Traffic

Exhibitor Fee

7.7 million yen

Promotion

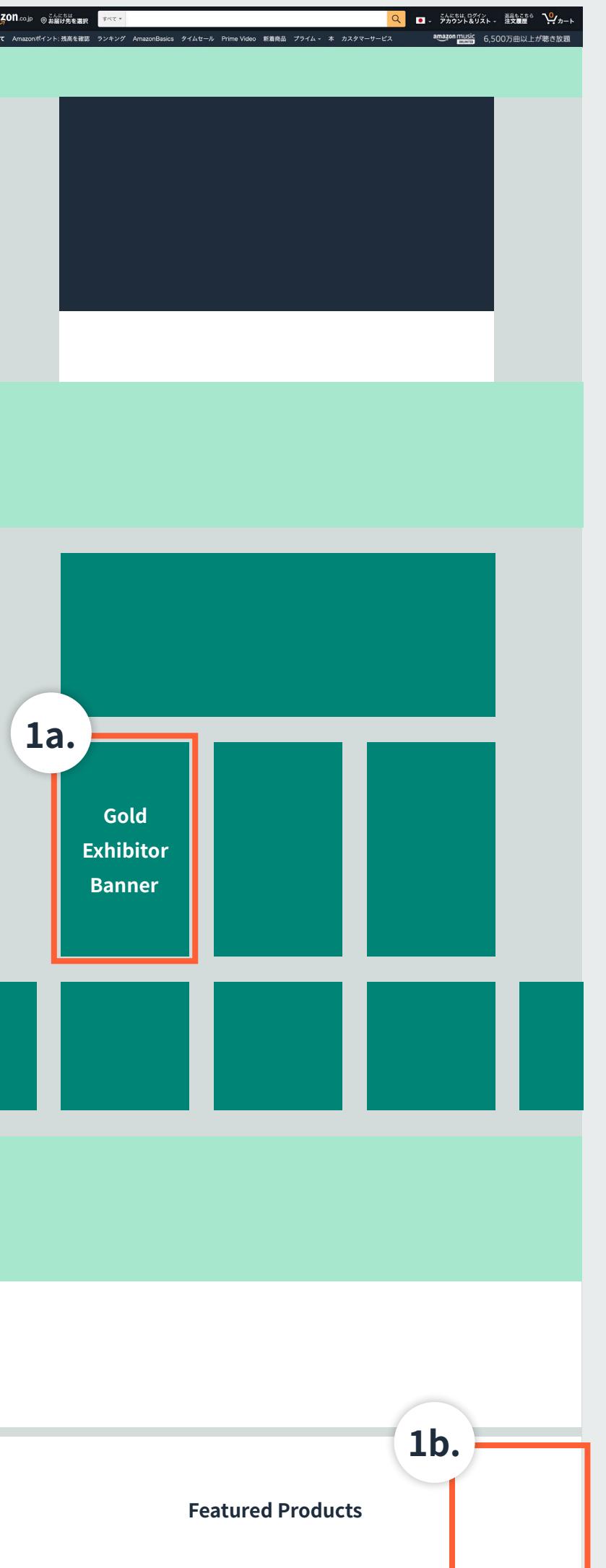
1. Product listing in TGS Market
2. Distribution of targeting coupons
 - Exhibitors are required to provide the coupons

Traffic

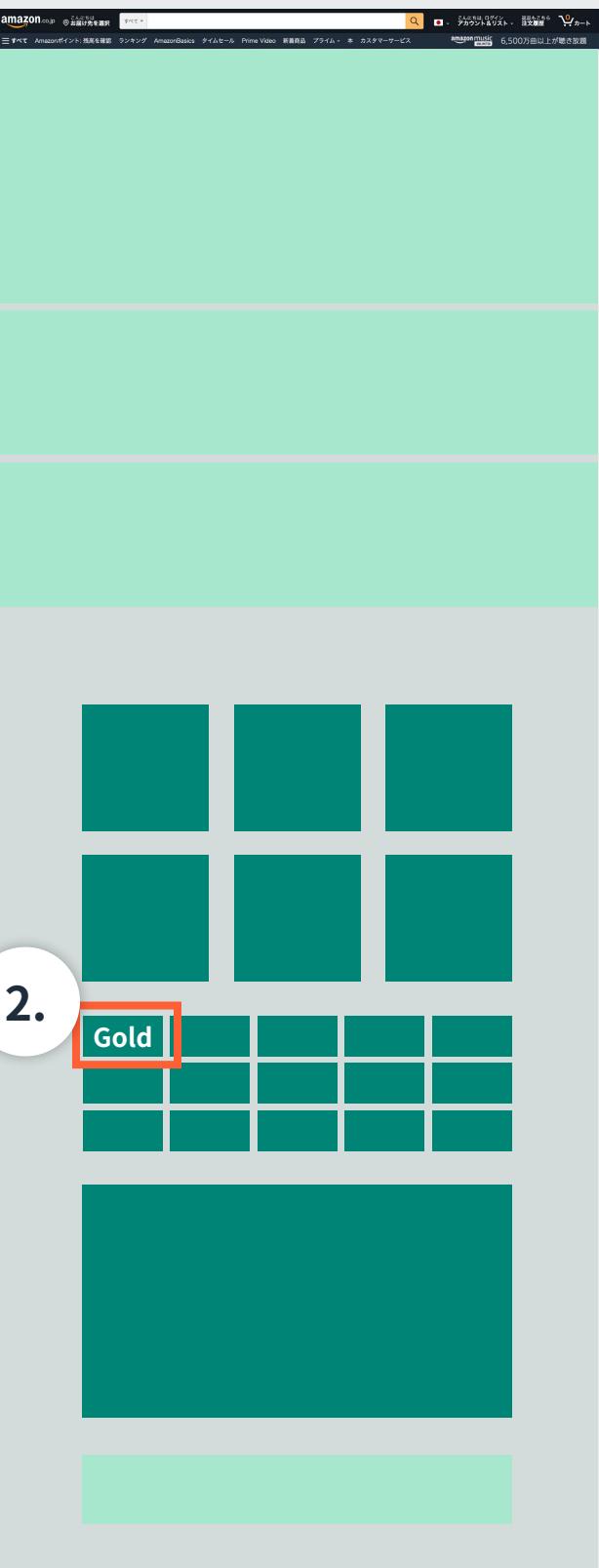
1. Placements in the Amazon.co.jp Special Site Top Page
 - a. Medium banner placement
 - b. Products featured in the Featured Products carousels
2. Placements in the Teaser Page
 - Medium logo with link
3. Targeting e-mails
 - c. During the TGS event period
 - d. After the TGS is completed
4. Medium logo with Link in the All Exhibitors List Page

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.

Amazon.co.jp Special Site Top Page



Teaser Page



ターゲティングメール



Exhibitor Plan

Entry: Special Page

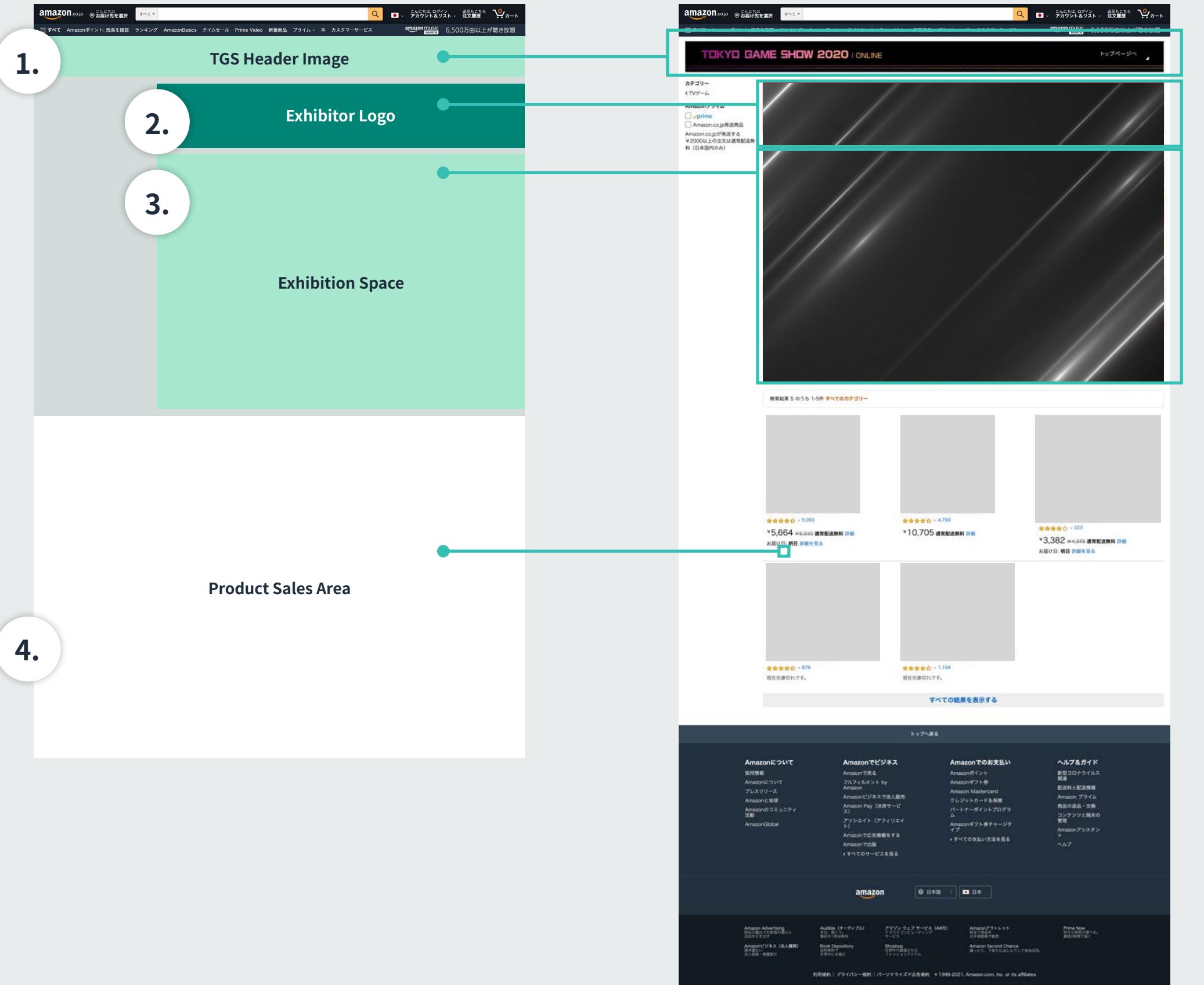
Exhibitor Fee

660,000 yen

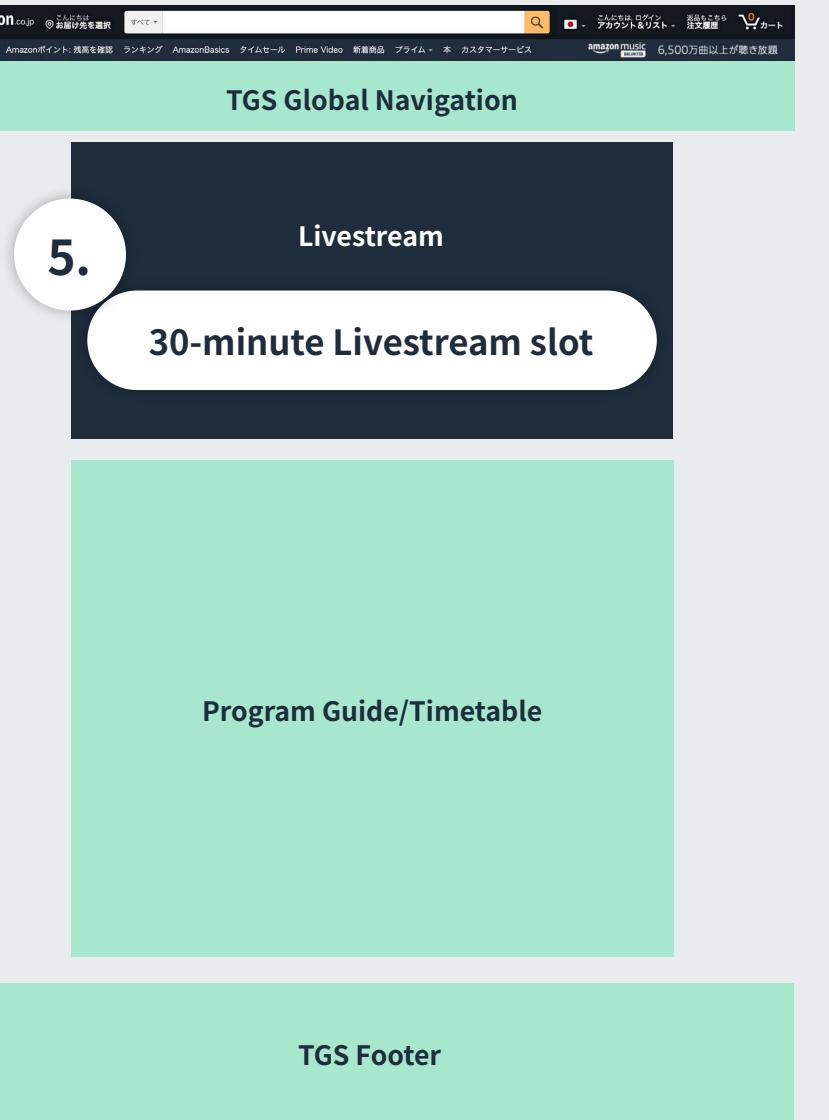
Contents

1. TGS Header Image
 - A link to the TGS Amazon.co.jp Special Site Top Page on the top right
2. Exhibitor Logo
3. Exhibition Space
 - Area to feature images
4. Product Sales Area
5. 30-minute Livestream slot on the Entry Exhibitors' Channel

*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.



Entry Exhibitors' Channel



Exhibitor Plan

Entry: Promotion & Traffic

Exhibitor Fee

660,000 yen

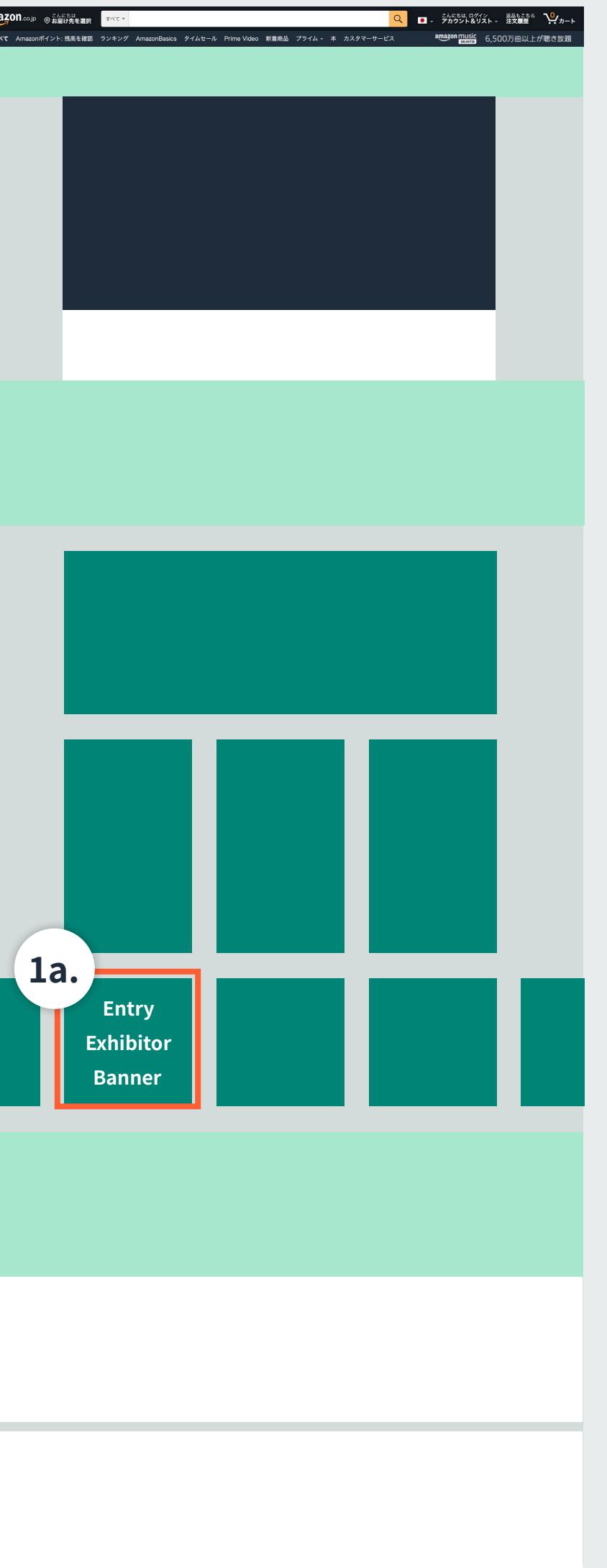
Promotion

1. Product listing in TGS Market

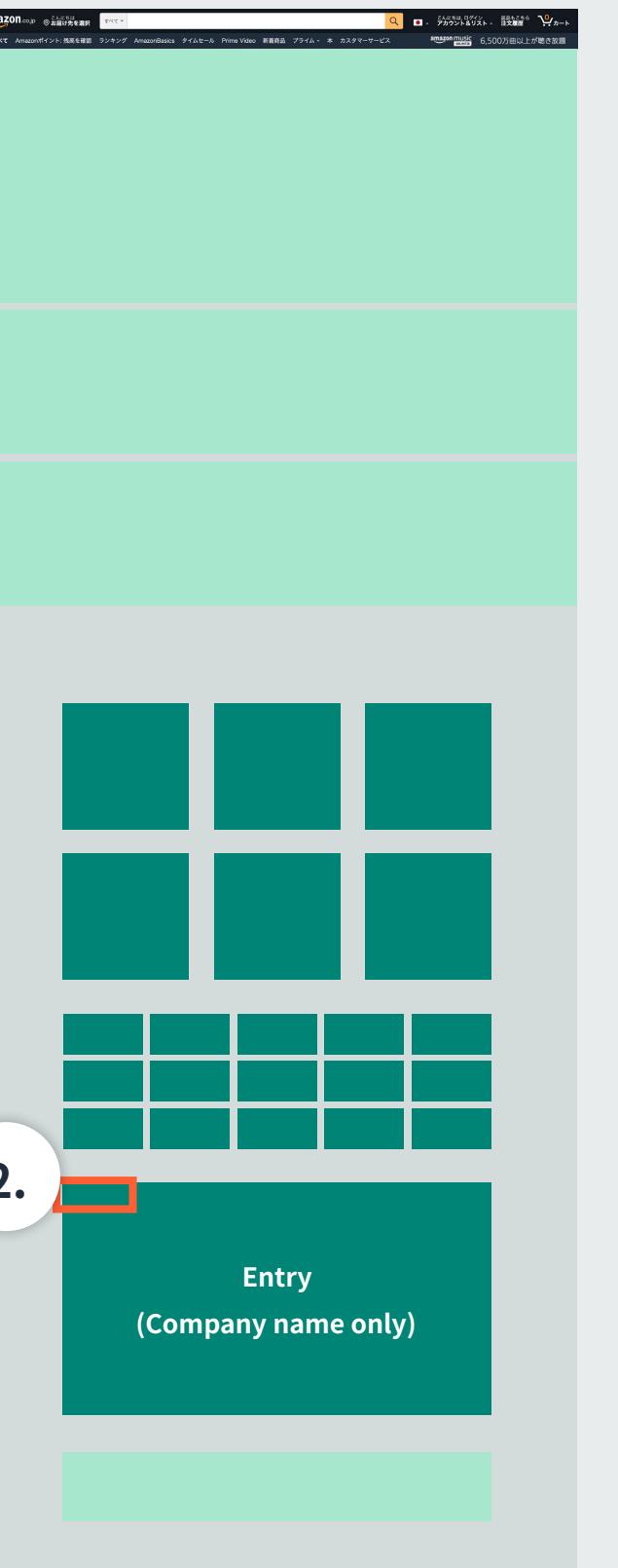
Traffic

1. Placements in the Amazon.co.jp Special Site Top Page
 - a. Small logo placement
2. Company name in the Teaser Page (no Link)
3. Small logo with Link in the All Exhibitors List Page

Amazon.co.jp Special Site Top Page



Teaser Page



*Page structures and designs are subject to change, as they are images as of March 30 (Tue), 2021.

Exhibitor Plan

Compare Plans

Only companies or organizations whose applications were accepted as exhibitors for TGS2021 ONLINE or TGS2021 Official Exhibitor Program are eligible to participate in the Amazon.co.jp Special Site Exhibitor Plan. Please see the Appendix for more details.

Contents

	Platinum 22 million yen	Gold 7.7 million yen	Entry 660,000 yen	Exhibit Only 110,000 yen
	*Taxes and agency margin included	*Taxes and agency margin included	*Taxes and agency margin included	*Taxes included / No agency margin for this tier
	Up to 5 companies	Up to 15 companies	Up to 40 companies	No limit
Exhibitor's special page is set up in the Amazon.co.jp Special Site	Fully Customized	Template	Logo & Product Listing Only	Product Listing Only
Livestreaming in the Amazon.co.jp Special Site	No Time Limit	No Time Limit	30 minutes	✗
Video/Livestreaming in the Exhibitor's special page	✓	✓	✗	✗
Link from Exhibitor's special page to sites off Amazon	✓	✗	✗	✗
Product Reveal Timer Feature during livestreaming in the Amazon.co.jp Special Site	✓	✓	✗	✗

Promotion

Product listing in TGS Market	✓	✓	✓	✓
Distribution of targeting coupons *Exhibitors are required to provide the coupons	✓	✓	✗	✗
Distribution of coupons upon purchase of eligible product. Useable on a subsequent purchase of eligible products. *Exhibitors are required to provide the coupons	✓	✗	✗	✗

Traffic

Banner placement in the Amazon.co.jp Special Site Top Page *Randomly displayed	Large	Medium	Small	✗
Company name and logo in the All Exhibitors List Page	Yes, with Link	Yes, with Link	Yes, with Link	Company Name Only
Company name and logo in the Teaser Page	Yes, with Link	Yes, with Link	Yes, without Link	✗
Company name in the Amazon.co.jp Special Site Global Navigation	Yes, with Link	✗	✗	✗
Banner placement in the TGS Market (Amazon.co.jp Special Site's Product Sales Pages)	✓	✗	✗	✗
Banner placement in Amazon's Game store	✓	✗	✗	✗
Banner placements through Ad networks on and off Amazon	3 million yen of Direct Traffic	✗	✗	✗
Targeting e-mail during the Teaser period	✓	✗	✗	✗
Targeting e-mail during the TGS event period	✓	✓	✗	✗
Targeting e-mail after the TGS is completed	✓	✓	✗	✗

Options

*A separate fee may be required for the Options (We are still working on trying to fit these into the Exhibitor Fees).

Distribution of novelty goods to purchasers of TGS-related merchandise. *Novelty goods are subject to regulations and screening.	✓	✓	✓	✗
Participation in the TGS Music Plan & Amazon Music Playlist Streaming (TBD)	✓	✓	✗	✗
Commercial segment during the streaming of TGS Music (TBD)	✓	✗	✗	✗
Retargeting customers who apply Trial Codes (via Targeting e-mail, coupons etc.)	✓	✓	✓	✗

Setting up a new account

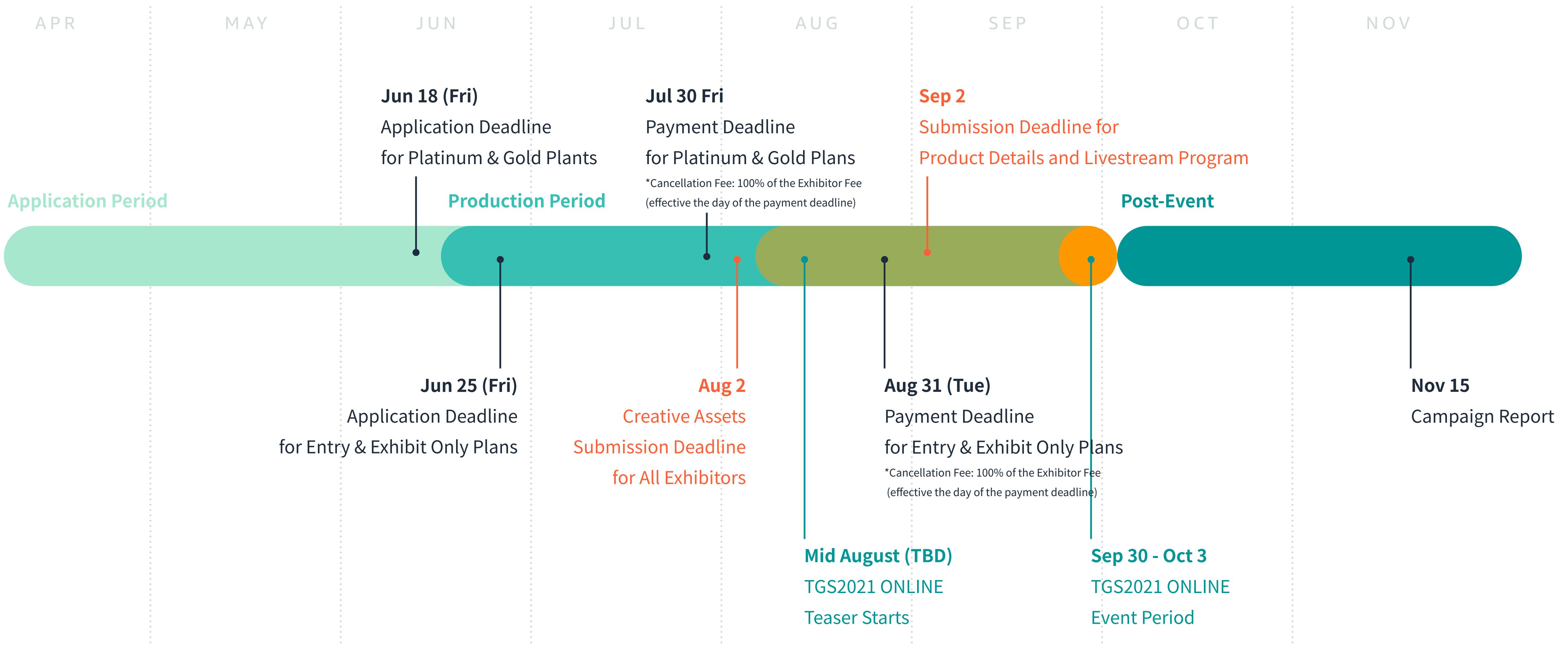
Amazon.co.jp's buyer (Vendor Manager) will help you open a new account in a portal site called "Vendor Central," which manages transactions in Amazon.co.jp.

The buyer will send you an invitation e-mail to set up your account. Follow the guide to execute a Basic Transaction Agreement to register your brand, your bank details, your contact information and return addresses for refunds. Your business on Amazon.co.jp will commence once you open your account and register your products.

Registering a new product

Access Vendor Central and follow the instructions to register new products and product information. For registration, please refer to the instructions by Vendor Central.

Application / Implementation Timeline



Frequently Asked Questions

Exhibitor Applications

1. How do I get information on the Amazon.co.jp Special Site Program and how do I apply?

Please download this information from the TGS2021 ONLINE Official Website.

2. Who is eligible to participate in the Amazon.co.jp Special Site Exhibitor Plan?

Only companies or organizations whose applications were accepted as exhibitors for TGS2021 ONLINE or TGS2021 Official Exhibitor Program are eligible to participate in the Amazon.co.jp Special Site Exhibitor Plan.

Please see the Appendix for more details.

3. Can I change my Exhibitor Program status? Can I make a cancellation?

You can change your program status as long as it is within the deadline. You can also make a cancellation, but you are required to pay a 100% cancellation fee if it is made after the payment deadline.

4. Can I get an extension on the payment deadline for the exhibitor fee?

We are sorry but we cannot extend the payment deadline.

Exhibitor Programs

5. What does it mean to “link the products to the TGS Market”?

This means that exhibitors can display their products (already registered on Amazon.co.jp) in the TGS2021 ONLINE Amazon.co.jp Special Site.

6. Who will develop all the pages for the Exhibitors?

Amazon will develop all the pages after receiving necessary creative assets and data for production from the exhibitors.

7. What are the steps after applying for the exhibitor plan?

After you apply, you will need to provide image and video data which the respective exhibitor package requires (You will receive a guideline on these submissions beforehand). Amazon will develop the landing pages based on verification/approval processes with the exhibitors.

8. What are “targeting e-mails” included in the exhibitor packages?

Targeting e-mails will be sent to a broad audience of customers who are interested in gaming and will not be limited to customers who are just interested in particular products. These e-mails will talk about the TGS Market and provide links to pages that introduce exhibitor products.

9. Is there a limit to the number of products that could be linked to the special site?

There is no limit, but we recommend 20 products for optimal user experience.

10. In what order will registered products be displayed?

All of the product data we receive will be displayed, but there is no particular order for any exhibitor, as it is determined by Amazon's proprietary algorithm.

11. Do you have any advertising regulations?

Please refer to the guideline that we will send to all exhibitors after application.

TOKYO GAME SHOW 2021 ONLINE Exhibition Contract

This Exhibition Contract (hereinafter referred to as "Contract") is entered into for the purpose of the TOKYO GAME SHOW 2021 ONLINE (hereinafter referred to as "Event") between the organizer, who is the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer") and co-organizer, who is Dentsu TOKYO GAME SHOW Office run by Dentsu Inc. (hereinafter referred to as "Office"). The two parties shall take all responsibility to plan, implement and manage Event, and shall own full discretion pertaining to exhibitions.

Article 1 (Purpose)

This Contract shall stipulate all required matters pertaining to exhibits by companies and organizations who agree to the purpose of Event. Exhibitors and exhibitor applicants are deemed as having agreed to this Contract after signing exhibitor application forms that are addressed to Office.

Article 2 (Definition of "Exhibition")

1. "Exhibition" mentioned in this Contract shall be defined as the following actions made by a exhibitor toward Organizer and Office for Event's Amazon.co.jp Special Site Page.

- (1) Provision of funds required to implement Event.
- (2) Provision of products required to implement Event.
- (3) Provision of public relations and PR for Event.

2. Office shall have the right to release exhibitors' names in the Event's Amazon.co.jp Special Site, advertisements, etc.

Article 3 (Application and Contract Period)

1. Companies and organizations who wish to participate in the exhibitions (hereinafter referred to as "Exhibitor Applicant(s)") are required to understand the purposes of Event and agree to this Contract when applying for exhibition.

This Contract shall be in effect between Exhibitor Applicant and Office, after Office approves said application (hereinafter, companies and organizations who will be bound by this Contract shall be referred to as "Exhibitor(s)").

2. In the event that Office deems that an investigation is required to determine the acceptance of Exhibitor Applicant, said Exhibitor Applicant shall agree to follow the instructions of Office by submitting required documents and cooperating with investigations, etc.

3. The application deadline for Exhibition shall be June 18 (Fri), 2021 for Platinum and Gold plans, and June 25 (Fri), 2021 for Entry and Exhibit Only plans. Applications shall be closed before the deadline in the event that all of exhibition slots are filled. However, applications may be accepted after the respective plan application deadlines, in the event that exhibition slots are still open.

4. Office shall not disclose any reasons regarding the decision of Exhibitors

5. This Contract shall commence the day Office approves the exhibition application, until the last day of this Exhibitor Plan.

6. Office has the right to modify the Contract Period in the event that Office deems such change is necessary to hold and operate Event, and Exhibitor is required to follow such instructions.

Article 4 (Exhibitor Eligibility)

Companies and organizations eligible for exhibitions shall be limited to companies, etc. who provide gaming software, gaming products and related services that follow the purpose of Event, stipulated by Office. Office has the right to determine whether said software, gaming product or related service is suitable for Event.

Office may decline Exhibitor Applicant if such applicant's company or organization is not deemed suitable for the purpose of Event, regardless of meeting the aforementioned criteria.

Article 5 (Restriction of Online Exhibits and Merchandise)

1. Exhibits (includes merchandise) for exhibition in Event's Amazon.co.jp Special Site Page shall be limited to those that meet the Ethical Rules by the Computer Entertainment Supplier's Association (hereinafter referred to as "CESA Ethical Rules"). Online sales of software-related products (character goods, etc.) that violate CESA Ethical Rules are prohibited too. Please refer to the website (<https://www.cesa.or.jp>) for CESA Ethical Rules.

2. As a rule, sales in Event's Amazon.co.jp Special Site Page shall be limited to gaming software, related products, service promotions and related goods for consumer use.

3. Exhibitors shall not be allowed to sell or conduct online exhibits for products that are not handled by themselves.

Article 6 (Exhibitor Types and Rates)

Office shall have the right to determine exhibitor types/rates based on what the exhibitor is offering. Office shall also have the right to add or modify any exhibitor benefits other than the benefits stipulated by Office.

Article 7 (Payment of Exhibitor Fees)

1. After receiving an invoice issued by Office, Exhibitors shall be required to pay the exhibitor fee mentioned in the said invoice, in one lump sum by the payment date (As a rule, up to one month after application) to the designated financial institution account.

2. In the event that the aforementioned exhibitor fee payment is overdue, Exhibitor shall be required to pay a late charge of 14.6%/year (based on a daily calculation of 365 days).

3. The payment deadline is subject to change upon consultation by Office and Exhibitor.

Article 8 (Cancellation of Application)

In the event that Exhibitor wishes to terminate this Contract, Exhibitor shall send a written notice of termination to Office, bearing the name of Exhibitor, name/signature of representative, company seal, contact name/details, date of cancellation and reasons for cancellation. The Contract shall be cancelled upon receipt of such termination notice by Office.

Cancellation fees shall be as follows:

【 Cancellation Fee】

- Platinum Plan, Gold Plan: 100% of the Exhibitor Fee from July 30 (Fri), 2021 onwards
- Entry Plan, Exhibit Only Plan: 100% of the Exhibitor Fee from Aug 31 (Tue), 2021 onwards

TOKYO GAME SHOW 2021 ONLINE Exhibition Contract

Article 9 (Rejection of Exhibition Application)

In the event that any of the following is deemed to apply to Exhibitor Applicant, Office shall have the right to decline said application and send a notice of rejection to the Exhibitor Applicant.

- (1) An organization for the purpose of activities such as specific politics, ideas, religions, etc., or a person who may likely use Event for the purpose of activities such as specific politics, ideas, religions, etc.,
- (2) Violates the law, public order and morale
- (3) May likely damage the dignity of Event or may interfere with correct understanding of Event.
- (4) Deemed by Organizer or Office to be inappropriate for Event.

Article 10 (Prohibitions)

1. Exhibitor shall be prohibited from the following actions and will be required to follow "Exhibition Rules" provided by Office in regards to public affairs/PR releases and broadcasting (hereinafter referred to as "Exhibitor Materials").

- (1) Any criminal act or act that violates the law.
- (2) Acts that infringe the intellectual property, portrait rights, privacy rights and honor (including direct and indirect acts of infringement such as reverse assembly, reverse compilation and reverse engineering) of Organizer, Office, other Exhibitors, participating users and other third-parties.
- (3) Acts that violate public order and morals.
- (4) Acts of sending out data that applies to the following, or any data that Organizer and Office deem to apply to the following.
 - Any data including computer viruses and other harmful computer programs.
 - Any data that includes overly violent and brutal expressions.
 - Any data that includes overly obscene expressions.
 - Any data that includes expressions that promote discrimination.
 - Any data that includes expressions that promote suicide or suicidal acts.
 - Any data that includes expressions to drive inappropriate drug use.
 - Any data that includes anti-social expressions.
 - Any data that includes unpleasant expressions.
- (5) Acts of unauthorized access to and usage of communication equipment, computers, other equipment and software owned by Organizer or Office. Acts that will or may disrupt the utilization or operation of such equipment and any other acts that may disturb the operation of Event.
- (6) Any act that is deemed inappropriate by Organizer or Office to be inappropriate.

2. In the event that Organizer or Office deems that Exhibitor is involved in the aforementioned acts, Office shall have the right to instruct Exhibitor to suspend/modify, etc. releases and broadcasts of Exhibitor Materials. Exhibitor shall follow said instructions at their own risk and expense. In this circumstance, already-paid exhibitor fees or funds shall not be refunded to Exhibitor and Exhibitor shall not hold Organizer and Office responsible for any damages incurred.

Article 11 (Responsibility of Exhibitor)

1. Exhibitor shall exhibit at the Event at their own risk and shall take full responsibility for their own actions and results pertaining to Event
2. Exhibitor shall own all rights to Exhibitor Materials and shall state and guarantee to Organizer and Office that said materials do not infringe the rights of any third party.
3. In the event that the content, release or broadcast, etc. of Exhibitor Materials generate trouble between users or any other third party, Exhibitor shall take full responsibility and bear all expenses to resolve said matter and shall not hold Organizer and Office responsible.
4. To exhibit at Event, Exhibitor shall take full responsibility and bear all expenses to prepare and maintain computers, software, other equipment, communication lines and other equipment for their communication environment. Exhibitor shall take full responsibility and bear all expenses to conduct security measures such as prevention of computer viruses, unauthorized access and information leakage etc. in line with their utilization environment.
5. Exhibitor shall manage in good faith, confidential information disclosed to them relating to this Contract, Event, Organizer and Office, and shall not utilize said information for purposes other than fulfilling this Contract. Exhibitor shall not leak or disclose said information to third parties.
6. Exhibitor shall not be allowed to transfer or lend, etc. (regardless of whether transfer or rental fees are incurred or not) the contractual status and rights arising from this Contract, including, but not limited to, broadcasting slots and all or part of the Exhibitor Showcase Page inside Amazon.co.jp Special Site Page, without any prior written approval from Office.

Article 12 (Release & Indemnification)

1. In the event that any of the following applies to Exhibitor, Office has the right to release said Exhibitor from this Contract without any notification.
 - (1) Fails to pay all or part of the exhibitor fee after the payment deadline
 - (2) Breaches this Contract
 - (3) Acts in a way that leads to credibility loss for Event, Organizer or Office.
 - (4) Fails to follow instructions from Organizer or Office.
 - (5) Actions other than the above that are deemed by Office to damage the trust relationship between Office and Exhibitor.
2. In the event that Exhibitor is released from this Contract due to any of the aforementioned, Exhibitor shall not receive any refunds against the exhibitor fee that is already paid, nor will said Exhibitor be able to make any claims against Organizer and Office for any damages.
3. Exhibitor shall indemnify Organizer or Office immediately, for any direct and indirect damages (includes attorney costs) incurred by Exhibitor's breach of this Contract or any other actions by said Exhibitor.

TOKYO GAME SHOW 2021 ONLINE Exhibition Contract

Article 13 (Event Cancellation & Force Majeure)

In the event that it is deemed difficult to hold Event due to the following reasons, Organizer and Office have the right to postpone or cancel Event. In the event of cancellation, the exhibitor fee shall be refunded to Exhibitor after deducting required expenses such as cancellation fees. In the event that Event is postponed or cancelled due to the following reasons, Organizer and Office shall not be held liable to Exhibitor for any damages incurred from postponement or cancellation of Event other than the aforementioned refund.

- (1) Emergency inspections of computer systems used in Event.
- (2) Shutdown of computers, communication lines, etc. due to accidents.
- (3) Natural disasters (including earthquakes, typhoons, storms, tsunami, floods, landslides, lightning, explosions, fire, etc.)
- (4) Social disruption (including war, terrorism, hostilities, rebellion, riots, civil disturbances, etc.)
- (5) Acts by public authority (including revision and abolition of laws, governmental 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 shortages, shortages of raw materials and other materials)
- (8) Labor disputes (including strikes, sabotage, lock-outs, etc.)
- (9) Delinquencies of important business partners (including bankruptcy or business failure of organizing company, etc.)
- (10) Matters not attributable to Organizer and Office that are not included in the preceding items.

Article 14 (Exemption from Responsibility)

- 1. Organizer and Office do not explicitly or implicitly guarantee that Event's Amazon.co.jp Special Site Page is defect-free (includes defects such as safety, credibility, accuracy, completeness, efficacy, compatibility to particular purposes, security as well as infringement such as errors or bugs), both in fact and in law. Organizer and Office shall not have any obligation to Exhibitor to remove such defect to implement Event.
- 2. Organizer and Exhibitor shall not provide any guarantee against any third-party site (includes Amazon's EC site) linked to Event's Amazon.co.jp Special Site Page, and shall not be held responsible for damages, and trouble, etc. generated by said link. Office shall not provide any guarantee against Event's official website linked to Event's Amazon.co.jp Special Site Page and shall not be held responsible for damages, and trouble, etc., generated by Event's official site. Exhibitor shall read the Terms of Service pertaining to both websites and shall receive services at its own discretion.
- 3. In the event that damages are incurred on Exhibitor or Exhibitor Applicant due to default or unlawful acts by Organizer and Office, Organizer and Office shall not be held responsible for indemnification exceeding the amount of exhibitor fee paid by Exhibitor or Exhibitor Applicant. Organizer and Office shall not be held responsible for damages pertaining to incidental damages, indirect damages, special damages, future damages and lost profit.

Article 15 (Handling of Personal Information)

1. Exhibitor shall comply with the Act on the Protection of Personal Information and related laws when acquiring personal data through Event. Particularly, if Exhibitor is going to provide personal data to third parties, Exhibitor shall obtain approval from the person(s) offering said data. In the event that a dispute arises with the person(s) who provides such personal data, Exhibitor shall take full responsibility and bear all expenses to resolve such dispute and shall not hold Organizer and Office responsible.

2. Office shall have the right to utilize personal data from Exhibitor to exchange details on Event and its operations. Refer to Office's website https://www.dentsu.co.jp/terms/privacy_policy.html on handling personal data.

Article 16 (Modifications & Additions)

Organizer/Office and Exhibitor shall act in good faith to resolve any matters not stipulated in this Contract and any matters whose interpretation are doubtful. In the event that said matter is not resolved by consultation of the parties herein, Exhibitor shall follow the decision of Organizer and Office. When Organizer and Exhibitor deem it necessary, the two parties have the right to modify or make additions to this Contract upon notifying said Exhibitor. Organizer and Exhibitor have the right to enact and modify regulations herein, in order to implement uninterrupted operations for Event.

Article 17 (Jurisdiction)

Any dispute arising out of or in connection with this Agreement shall be subject to the exclusive jurisdiction of the Tokyo District Court in the first instance.

As of March 30, 2021

TGS2021 ONLINE

Contact

Dentsu TOKYO GAME SHOW Office

E-MAIL

tgs@dentsu-eo.co.jp

HOURS

Weekdays 10:00～18:00

TGS2021 ONLINE

Appendix

*For more details about Online Exhibits, visit the official TGS website at <https://tgs.cesa.or.jp/>

*For enquiries about Online Exhibits, contact the Nikkei BP TOKYO GAME SHOW Office at tgs-ope@nikkeibp.co.jp

Online Exhibits Call for Exhibitors ①

TGS2021 ONLINE 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 trial experience, and conduct online business meetings.

In addition, as an option (fee-charged), each exhibitor can add merchandise sales at Amazon.co.jp Special Venue, trial play for press influencers, and physical exhibition in the exhibition area, etc.

Exhibit Categories

- **General Exhibit:** Game Software, Game-related Digital Entertainment, Game-related Contents & Services
- **Business:** Game-related Products and Services
- **Game School:** College and Vocational Schools for Game Developers
- **Indie Game:** Original Game Contents by Indie Game Developers
- **Merchandise Sales:** Merchandising on Game-related Good and Services

※TGS2021 ONLINE has set exhibition categories so that visitors can easily access each 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 TGS2021.

※CERO(Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" Rating.

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 2021 ONLINE".

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, as well as Nikkei Business Publications, Inc. and DENTSU Inc.

Contents and Services Provided to Exhibitors

Exhibitors will be provided with the following contents, services, functions.

- 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 the TGS Business Matching System to online business meeting.

**Exhibit Fee
JPY 220,000
(Tax Inclusive)**

Exhibitor's Introduction Page (Sample)



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

- Logo
- Image (Game Play, etc.)
- Text
- Exhibit Category Tags
- Web Linkage
- Video Linkage
- Linkage to Business Matching System
- Linkage to Official Exhibitor's Program (if applicable)

*For more details about Online Exhibits, visit the official TGS website at <https://tgs.cesa.or.jp/>

*For enquiries about Online Exhibits, contact the Nikkei BP TOKYO GAME SHOW Office at tgs-ope@nikkeibp.co.jp

Online Exhibits Call for Exhibitors ②

● TGS Business Matching System Available from Friday, August 20 (planned)

TGS2021 ONLINE will introduce an online business matching system that can be used free of charge by all exhibitors in order to support the enhancement of the game industry and business meeting.

This system is enable to one stop from meeting request through online meetings.

In addition to exhibitors, paid business visitors are also registered, so it is possible to have online business meetings between exhibitors and paid participants as well as between exhibitors on this system.

The system provides to deliver online seminars that only registrants of this system can be watched as well.

TGS Business Matching System also provides the opportunities of online webinar by exhibitors as "Sponsorship Session" for the purpose of lead generation by viewers. (paid option / details will be announced at a later date).

TGS Business Matching System is scheduled to launch its operations from August 20th (Friday), and business meetings can be set from September 29 (Wednesday) to October 3 (Sunday).

Details and operation protocols will be announced at the exhibitor briefings on July 30 (Friday).



*For more details about Official Program slots, visit the official TGS website at <https://tgs.cesa.or.jp/>

*For enquiries about Official Program slots, contact the Nikkei BP TOKYO GAME SHOW Office at tgs-ope@nikkeibp.co.jp

TGS Official Exhibitor Program Call For Program Participation ①

TGS2021 ONLINE will deliver the official program from 10:00 in the morning to 24:00 over the four days of the event, and will be able to watch them at TGS Official Channels on YouTube, Twitter and various video platforms in Japan and overseas.

In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)". TGS prepares a frame for distributing exhibitor programs (TGS Official Exhibitor Program).

Join the "Official Exhibitor Program" where the official exhibitor programs can be distributed.

In addition, although the menu provided by "Online Exhibit" is included in "Official Exhibitor Program", merchandising sales at Amazon.co.jp Special Venue, trial play for press and influencers, exhibition in exhibition area, etc. are paid options.

Participation General Slot: (Tax Inclusive)
Fee

JPY2,750,000.-

Golden Slot: (Tax Inclusive)

JPY3,850,000.-

※Above Participation Fees include
TGS2021 ONLINE Exhibit Fee (JPY220,000.-)
※General Slot: 10:00am - 5:50pm / Golden Slot: 6:00pm -11:50pm
(Time zone is based on JST)

Conducting Outline

● 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

● Available Slots: September 30 (Thu) through October 3 (Sun)

※Available Slots: See next page in "Yellow" slots for General Slots and "Red" slots for Golden Slots.

※Contact OMO if you wish to deliver at a time other than the program frame in the timetable.

● Programs will be streaming at Official TGS channels on YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin , DouYu, and bilibili.

※If the exhibitor wishes to distribute own channel(s), it will be available upon request.

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

TGS2021 Official Exhibitor Program Time Slot Meeting will be holding on July 9 (for Priority ① and ②) and July 16 (for Priority ③ and ④).

At the meeting, each exhibitor will pick 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 large 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 charged) or to exhibit "Online Only". The right of decision by applicable exhibitor(s) will be remained by one day after the selection meeting.

Selection Priority

※Slot selection meeting will be holding through online.

Priority①: Game Console Platform Companies

Priority②: Exhibitor that participated in the preceding show(TGS2020 ONLINE) with Official Exhibitor Program.

Priority③: Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only.

Priority④: Other exhibitors

※Regarding the selection priority ① and ②, the companies with the largest number of slot participations in 2020 will be prioritized.

For other selection orders, exhibitors who have met the exhibition application deadline timeline, and CESA members will be given priority under the same conditions.

For priority ③ and ④, the companies which "met with application deadline", and CESA members 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 basis. However, if there are free slots, exhibitor can apply for multiple slots.



- Slide / PPT
- Video Footage
- Game Plays

TGS Management Office will take measures against infectious diseases when producing the programs. Kindly give consideration to the viewers not only in the operation of the recording but also in the productions onsite.

*For more details about Official Program slots, visit the official TGS website at <https://tgs.cesa.or.jp/>

*For enquiries about Official Program slots, contact the Nikkei BP TOKYO GAME SHOW Office at tgs-ope@nikkeibp.co.jp

TGS Official Exhibitor Program Call For Program Participation ②

Exhibit Rule

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW ONLINE 2021" (hereinafter referred to as "Rules") on Page 18.

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").

Supplementary Items

● **The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.**

- ※ It will be live-streamed from the studio set up by the organizer at Makuhari Messe. If the exhibitor wishes to use the studio other than provided studio, please arrange by the exhibitor. In addition, in the case of distribution from another studio, an additional distribution fee will be charged.
- ※ The basic set of the studio is a digital background created by chroma key composition.
- ※ If the performers cannot come to the studio, the organizer will also support online participation. (Upon consultations)
- ※ If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.
- ※ The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

● **Simulcast will be delivered on TGS Official Channel.**

- ※ Simulcast video platforms are planned to be YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin, DouYu, bilibili and other platforms.
- ※ Simulcast can also be delivered to the exhibitor's owned channel. (Only for desired exhibitors)
- ※ The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.
- ※ For companies that participated in the official exhibitor programs, programs produced and distributed by the exhibitors can also be simulcast on the TGS official channel (only for companies wishing to do so).
- ※ If the delivery times overlap, up to 2 programs will be available in the same time zone.

● **In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)**

- ※ Organizer assigns simultaneous English/Japanes interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English.

Optional Menu

● **Special designs, studio decorations, productions, and pre-recording for exhibitors are optional (additional fee charged).**

- ※ TGS Management Office will make a separate proforma estimations upon consultations.

● **Casting of guests (talents, voice actors, etc.) and various customizations are not included in the exhibition fee.**

- ※ TGS Management Office will quote separately for proforma estimation upon request.
- ※ For optional menu and other details, please refer to "TGS Official Exhibitor Program Guide".

TOKYO
GAME
SHOW
2021 ONLINE

See You There

