

# TOKYO GAME SHOW 2012

## Spreading Smiles Through Games

Press Release

Computer Entertainment Supplier's Association  
Nikkei Business Publications, Inc.

### TOKYO GAME SHOW 2012 Online Media Registration

TOKYO GAME SHOW 2012, under the theme of "Spreading Smiles Through Games", will be held over a four-day period from Thursday, September 20 to Sunday, September 23, 2012 at Makuhari Messe in Mihama-ku, Chiba City, Chiba Prefecture. We are asking all members of the media interested in covering the show to register online in advance. The procedures are as follows:

#### Online Media Registration Procedures

##### 【STEP 1】

E-mail including information on the media registration web page and individual **ID and Password** has been sent (from our outgoing e-mail address: [tgs@neonet-inc.jp](mailto:tgs@neonet-inc.jp)) to all members of the media who have visited and covered TOKYO GAME SHOW in the past.

\*Those of you who have not received the email are asked to contact the TOKYO GAME SHOW Management Office Press Room (see below) to have your ID and Password issued. Also, if it is your first time to apply, please send the references that we want include ID card issued by the company, business card, and recent articles with your name, URL of the media, and so on.

##### 【STEP 2】

Access our media registration web page and enter the pre-issued ID and Password and all required information.

- \* The registration **deadline is August 31 (Friday / Japan Time)**.
- \* Please note that your registration will be screened by the organizers to confirm that you fulfill our Media Regulations listed below. Media Registration will only be accepted for those who qualify according to the Media Regulations.

##### 【STEP 3】 (at the TOKYO GAME SHOW 2012 venue)

Please print out and bring a **copy of the media registration confirmation form** to the press sign-in counter at TOKYO GAME SHOW 2012. You will also be asked to present your **photo ID** and your **business card** to have your Press Pass issued.

- \* Press Pass may not be issued if you cannot present all of the required items mentioned above.

#### ☆ **Parking Pass for loading in/our shooting equipment**

Parking Pass will be issued to ENG crew from TV stations to load in/out your shooting equipment. Please contact the TOKYO GAME SHOW Management Office Press Room (see below) in advance.

#### **Media Regulations**

Please note that your registration will be screened by the organizers to confirm that you fulfill our Media Regulations listed below. Media Registration will only be accepted for those who qualify.

- (1) An editor, journalist or photographer employed by a newspaper publisher or a publishing company that publishes and distributes a periodical publication approved as third-class mail.
- (2) An editor, journalist or photographer employed by a production company producing online news or operating an online information website set up by a corporate body.
- (3) A reporter or ENG crew member of a television program production company for a satellite and cable television channel.
- (4) A reporter or staff member of a radio program production company.
- (5) A writer or photographer intends to write about/edit material about/shoot the Show by one of the entities (or its editorial department) listed above.
- (6) Models or cast involved in the reporting or the production of programs produced by one of the entities listed above.

The following are NOT eligible:

Individual bloggers; employees of advertising/PR agencies; those responsible for advertising and sales at newspaper companies/publishers/television stations/radio stations (including those working for the exhibitors); and employees of research companies and securities company analysts

**TOKYO GAME SHOW official web site : <http://tgs.cesa.or.jp/english/>**

For more information or inquiries on this press release for the member of the media:

TOKYO GAME SHOW Management Office Press Room:

Fax: +81-3-5575-3222 / E-mail: [tgs2012press@w-az.co.jp](mailto:tgs2012press@w-az.co.jp)