

Booth Configuration and Location

Shape of the Booth Space

(For less than 40 booths)

- An exhibitor's space can be at most 7 booths in depth and in width, and aspect ratio has to be less than 1:3. However, 1 booth in depth and 3 booths in width can be applied to exhibit.

(For 40 or more booths)

- An exhibitor's space can be at most 7 booths in depth, and maximum of 8 booths in width in the case of less than 7 booth in depth.
- In case for exhibitor that applied for 49 booths or more, the shape of booth space should be applied to a multiple of 7 and 7 booths in depth.

Determination of Booth Location

- The location of booths will be determined at a booth location selection meeting to be held on June 18, 2020, (for exhibitors with 40 booths or more) and June 30, 2020 (for exhibitors with fewer than 40 booths).
- If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

Selection methods:

Exhibitors will choose booth locations in descending order of the number of applied booths.

In the case that there are exhibitors with the same number of booths, the order of selection will be decided as follows.

- Exhibited last year (TGS 2019) and applied for the show before the deadline.
- Exhibited last year (TGS 2019) and applied for the show after the deadline.
- Did not exhibit last year and applied for the show before the deadline.
- Did not exhibit last year and applied for the show after the deadline.
- If there are several companies with the same requirements, CESA (Computer Entertainment Supplier's Association) members will be given the priority. If there are remaining exhibitors with the same condition, the order of selection will be decided by the lottery based on the registration order.

* Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

*In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

*It is not possible to change the number of booths at the booth location selection meeting.

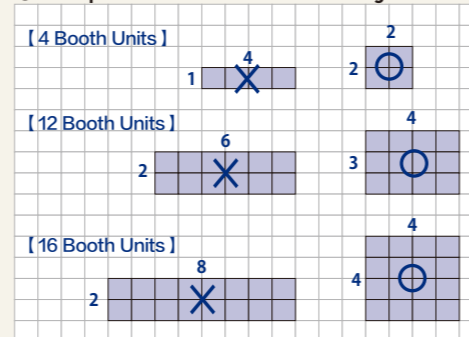
*If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area, with the applied area being unchanged.

*The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

Available Booth Shape

Depth: (booth units/m)	Width: (booth units/m)							
	1(3m)	2(6m)	3(9m)	4(12m)	5(15m)	6(18m)	7(21m)	8(24m)
1(3m)	●	●	●	×	×	×	×	×
2(6m)	●	●	●	●	●	×	×	×
3(9m)	●	●	●	●	●	●	●	×
4(12m)	×	●	●	●	●	●	●	●
5(15m)	×	●	●	●	●	●	●	●
6(18m)	×	×	●	●	●	●	●	●
7(21m)	×	×	●	●	●	●	●	●

●Example: Available Booth Size Configurations



Application Procedure to Exhibit

●Application and Payment

- Please e-mail the application form to the Overseas Management Office (OMO).
- Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
- Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
- You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
- Your application may be cancelled if formally payment is not made by the due date.
- Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

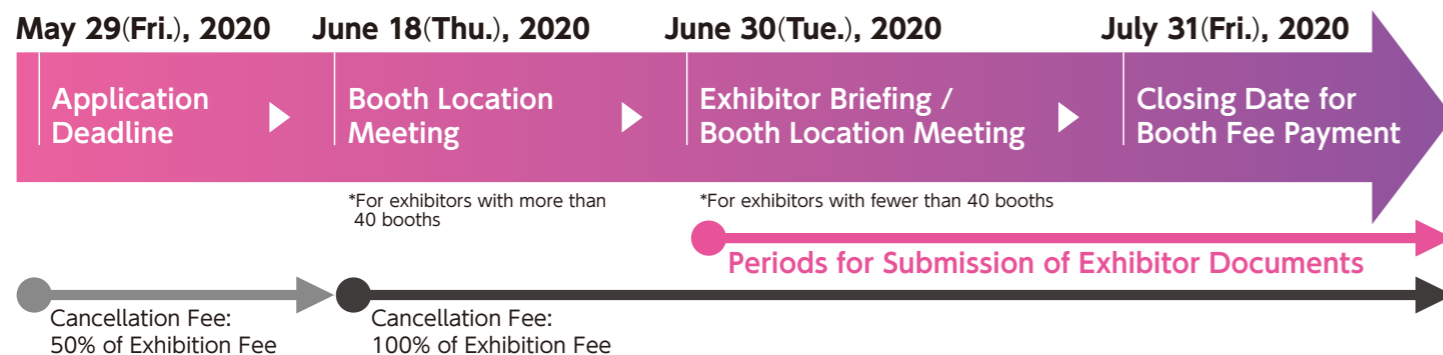
●Cancellation

If an exhibitor cancels an application for any reason, or reduces the number of booths applied for, the following cancellation fee will be assessed depending on the date of cancellation.

From May 30 to June 17, 2020: 50% of Exhibition fee

After June 18, 2020: 100% of Exhibition fee

Schedule



<http://tgs.cesa.or.jp/en/>

■ For further information, please contact:

TOKYO GAME SHOW Overseas Management Office (OMO)

c/o **Congress Inc.** ONWARD PARK BUILDING, 3-10-5, Nihonbashi, Chuo-ku, Tokyo 103-8276, Japan

Email: tgs@congre.co.jp Phone: **+81-3-3510-3735**



Exhibit Guide

TOKYO GAME SHOW 2020



Business Day

9/24·25
THU FRI

Public Day

9/26·27
SAT SUN

TOKYO GAME SHOW 2020

Period Business Day: **September 24 (Thu.) & 25 (Fri.)**
10:00-17:00

Public Day: **September 26 (Sat.) & 27 (Sun.)**
10:00-17:00

Venue **Makuhari Messe** (Chiba, Japan)
Hall 1-11, Event Hall, International Conference Hall

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-Organizer: Nikkei Business Publications, Inc. / DENTSU INC.
Supporter: Ministry of Economy, Trade and Industry (Planned)

Expected Number of Visitors: 250,000

Expected Number of Booths: 2,000



<http://tgs.cesa.or.jp/en/>

The game industry in 2020, where new big waves such as the appearance of next-generation machines, will come. Catch the wave of innovation on your side!

The video game industry around the world looks to Japan and Tokyo in 2020. The launch of 5G, cloud games and the new consoles is no doubt gain even more attentions. By various innovations, there will be major changes in development and commercial distribution, creating services and gaming experiences that have never been predicted before. TOKYO GAME SHOW 2020 is a place with a wide range of information that will open the future of games.

1 Focus on Next-Gen Game Platforms

In 2020, attentions in the game industry will be focused on the evolution of platforms and changes such as the emergence of next-generation game consoles, the full-scale launch of cloud gaming, and 5G commercial services. TGS2020 supports the gaming experience on these new platforms, and will also focus on technologies and businesses that support them by preparing new exhibit areas and speaker programs.



2 Expanding Business in Global Scale

Significant number of exhibitors and trade visitors from overseas will be gathering to TGS. Most of them are participating not only to promote their contents, but also to discover game developers and contents. TGS provides lots of opportunities to meet up potential partners with further strengthen of global business matchmaking.

3 Providing Wider Range To Enjoy Beyond the Game

The game is crossing beyond industries and cultures as the area of the game industry is expanding. The game is not only to play, but also to program yourself, watch esports too. TGS provides the opportunities a place where you can experience the "new possibilities" of the game.



4 Collaborations with Game Influencers

With the availability to play games at anytime and anywhere, the potential audience for TGS is expanding. TGS, in cooperation with influencers of various genres in Japan and overseas, have developed promotions utilizing video streaming and SNS. Those who have never been to the venue will be enjoying TGS.

TOKYO GAME SHOW 2020

Exhibit day and Booth type will vary depending on Exhibit Area.

Target	Exhibit Area	Range of Exhibit Product / Services	Exhibit Day			Booth Type		Merchandise	Hall (Planned)	Remark
			4 days	Business Day 2 days	Public Day 2 days	Package Booth	Turnkey Booth			
Public and Business Day visitors	General Exhibition	Game softwares, Hardwares, Services etc.	○	×	×	○	○	×	Hall 1-8	
	Smartphone Game	Game softwares for smartphones and tablets, Social game, Smartphone device etc.	○	×	×	○	○	△	Hall 1-8	*Pre-order only. Game platforms that require no on-site payment.
	Cloud Gaming	Streaming service, GPU, Peripheral equipment, Development environment, Related services etc.	○	×	×	○	○	×	Hall 1-8	
	Game School	Professional schools, Universities etc.	○	×	×	○	○	×	Hall 1-8	
	Indie Game	Indie games	○	×	×	○	○	×	Hall 9-11	
	e-Sports	Game softwares for e-sports, Gaming PC, Game device, Related services etc.	○	×	×	○	○	○	Hall 9-11	*No merchandise sales allowed for Turnkey booth. *Unit price of merchandise product is limited to JPY 30,000 max (incl. tax).
	VR/AR	Hardwares for VR/AR/MR, Game softwares for VR/AR, Development environment, Related services etc.	○	×	×	○	○	○	Hall 9-11	*No merchandise sales allowed for Turnkey booth. *Unit price of merchandise product is limited to JPY 30,000 max (incl. tax).
	Merchandise	Game softwares, Game related goods	○	×	○	○	×	○	Hall 9-11	*Unit price of merchandise product is limited to JPY 30,000 max (incl. tax).
Business Day visitors	Game X Fashion	Apparel manufacturer dealing with game-related items	○	×	×	○	×	○	Hall 9-11	*Unit price of merchandise product is limited to JPY 30,000 max (incl. tax).
	Business Solution	Development tools, Middleware, Localization, Marketing, Network services etc.	○	○	×	○	○	×	Hall 1-8	
	Asia New Stars	Game development, Contracted software development and other related services offered by Asia, Eastern Europe and Latin Region	○	○	×	○	×	×	Hall 9-11	
	Eastern Europe New Stars		○	○	×	○	×	×	Hall 9-11	
	Latin New Stars		○	○	×	○	×	×	Hall 9-11	
Business Meeting	For all companies focusing on business meetings	×	○	×		★	×	International Conference Hall	*Please refer to the information of Business Meeting Area	

TOKYO GAME SHOW 2020

Booth Fee

[Tax included] Note: 10% Japanese consumption tax will be applied.

S Space Only (3x3m) JPY385,000

Except for *Business Meeting Area*, *Merchandise Sales Area*

Space and Shell Scheme

P Package Booth (3x3m) JPY495,000

TA Turnkey Booth A (2x2.5m) JPY253,000

TB Turnkey Booth B (2x2m) JPY253,000

TC Turnkey Booth C (2x2m) JPY253,000

TD Turnkey Booth D (2x2m) JPY253,000

TE Turnkey Booth E (2x2m) JPY253,000

Note: Turnkey booth type differs depending on the exhibit area. For package booth details, please refer to "Rental Shell Scheme."

Exhibit Area

4-Day Exhibit

General Exhibition Area

Digital entertainment products and services.

S P TA



e-Sports Area

e-Sports game, gaming devices, hardware, related-products and services.

S P TC



*No merchandise sales allowed for Turnkey booth. *Unit price of merchandise products is limited to JPY30,000 max (incl. tax). *Merchandise products are limited to e-Sports related products.

Game School Area

Professional schools, universities, distance-learning services will be gathered here for future creators.

S P TA



Cloud Gaming Area

Game streaming service, peripheral equipment, cloud gaming related service, development environment

S P TC



Game X Fashion Area

Apparel goods that collaborates with video game contents.

S P

Smartphone Game Area

Smart devices (such as iPhones, Androids, Windows Phones, and various tablets) and social games for portable devices.

S P TB

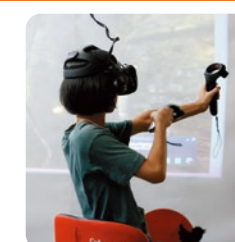


VR/AR Area

VR/AR games, devices, hardware and related services.

S P TD

*No merchandise sales allowed for Turnkey booths. *Unit price of merchandise products is limited to JPY30,000 max (incl. tax).



*Merchandise products are limited to VR/AR service.

[About the Exhibition of VR Equipment Dedicated to Amusement Arcade Entertainment] VR Equipment Dedicated to Amusement Arcade Entertainment is not applicable. VR/AR equipment that can be diverted to console and PC games is still acceptable.

Indie Game Area

The objective of generating new trends in the computer entertainment industry.

S P TE

Special Booth (Width 1m x Depth 2m)

Screening Required

Application available in April

TGS is planning to offer sponsored booths for the purpose of supporting independent game developers who seek publishers and business partners, exploring the possibility of new games.

*Only selected exhibitors are able to exhibit in this booth. *Please refer to the official website for eligibility and application procedure. *Please refer to the official website for details of special booth equipment.



2-Day Exhibit (Public Day) or 4-Day Exhibit

Merchandise Sales Area

Sales of game-related goods such as music CDs, DVDs, books, and magazines.

S Space Only (3x3m) JPY440,000

P Package Booth (3x3m) JPY550,000

*Unit price of merchandise products is limited to JPY30,000 max (incl. tax). *Exhibit promotions and booth events of game software are not allowed. *Sales of game software is exclusively allowed for exhibitors who have booths in other areas.



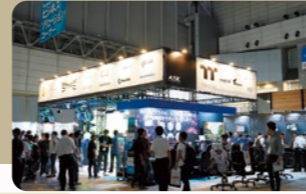
BtoB PROGRAM

Menu for business purpose exhibitors

Business Solution Area

2-Day Exhibit (Business Day) or 4-Day Exhibit

Game-related BtoB companies are featured in this area. Various products and services such as development tools, middleware, support services for online games, license businesses and human resources are showcased. Through the TGS Forum Sponsorship Session (option), synergistic effects can be expected.



2-Day Exhibit (Business Day) or 4-Day Exhibit

- S** Space Only (3x3m) **JPY385,000**
- P** Package Booth (3x3m) **JPY495,000**

2-Day Exhibit (Business Day)

- TC** Turnkey Booth C (2x2m) **JPY253,000**

*Maximum 3 booths per exhibitor



Asia/Eastern Europe/Latin New Stars Area

2-Day Exhibit (Business Day) or 4-Day Exhibit

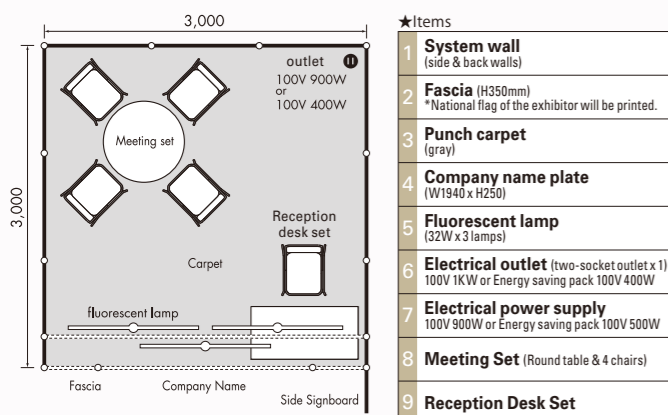
This is the exhibition area targeting emerging companies in regions such as Asia, Eastern Europe and Latin countries. The concept is to introduce local "new stellar companies," such as promising game venture companies and tool development companies, to the game industry in Japan and the rest of the world.

- S** Space Only (3x3m) **JPY385,000**
- P** Package Booth (3x3m) **JPY495,000**

*Max 3 booths per exhibitor



National Flag



Business Meeting Area

2-Day Exhibit (Business Day)

This meeting area allows for meaningful business discussions in a quiet, calm atmosphere during Business Day. In addition to traditional room-type booths, basic tables are available at lower fees.

*Free interpretation service (English/Japanese)

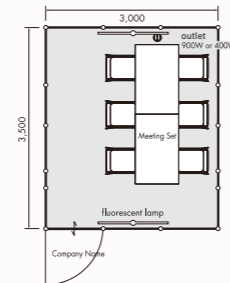


Meeting Room Booth

1-Booth Meeting Room (3x3.5m) **JPY495,000**

Discount price for exhibitors with booth(s) in other areas.

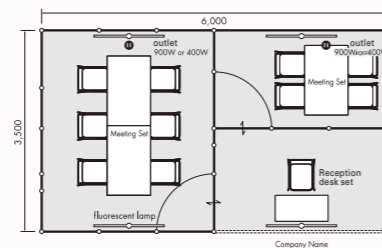
JPY385,000



2-Booth Meeting Room (6x3.5m) **JPY990,000**

Discount price for exhibitors with booth(s) in other areas.

JPY770,000



Basic Table Space

Basic Table Space **JPY99,000**



- ★Items**
- Company name plate
 - Electrical outlet (two-socket outlet x 1) 100V 300W or no required
 - Meeting Set (1 table & 4 chairs)

*Please ask the OMO if you apply for 4 or more tables.

A great opportunity for your promotion on Business Day

TGS Forum Sponsorship Session

Application deadline:
June 5 (Fri.), 2020

TGS Forum 2020, a conference which focuses on the latest trends in the game industry, will be held for professionals on Business Day. TGS offers 2 types of sponsorship sessions for exhibitors: "REGULAR Session" (60 min.) and "SHORT Session" (30 min.). These sessions offer the best opportunities to promote your products and services as official programs of TGS.

① REGULAR Session

- Time 60 min./Slot
- Fee JPY990,000.- (tax included)
- Max Capacity 150
- Inclusive Services (REGULAR Session ONLY)
 - TGS 2020 Business Day invitation tickets 100 sets

② SHORT Session

- Time 30 min./Slot
- Fee JPY550,000.- (tax included)
- Max Capacity 100
- Inclusive Services (SHORT Session ONLY)
 - TGS 2020 Business Day invitation tickets 25 sets

- Sponsorship Session Date: September 25, 2020 (Fri.) (Planned)
- Location: International Conference Hall (2F, 3F), Makuhari Messe
- Inclusive Services:

- Announcement of session summary and visitor requirement (Through magazines, e-DM, Website etc.)
- Put company logo on TGS Forum Program (Advertisement, Signboard, website)
- Registration service for attendees (pre-registration, issuing session tickets, on-site registration)
- Provide list of attendees

*In order to receive the list of attendees, you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP

*The contact information includes the followings.

Name (both Japanese and English), E-mail address, Company name, Division / Dept., Company address, company phone number

*The list will be provided on Oct. 6 (Tue.) afternoon (Japan Time)

5. Live streaming service (upon request), Live recording service

*This recorded data will be provided in the requested format.

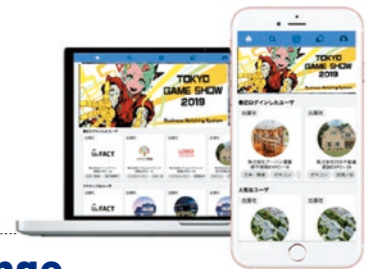


Overseas Exhibitors' Services



① TGS Business Matching System

TGS Business Matching System connects exhibitors with Business Day visitors or other exhibitors is available. Via PCs or smartphone/tablets, exhibitors can look up business partner, make an appointment, set up business meetings and reserve free-of-charge meeting space. The system is available both in Japanese and English.



② Exhibitor's Meeting Space in the Business Lounge

All exhibitors can use this space located at International Conference Halls. Reservations can be made online in advance or on-site.

③ Business Matching Coordinators in the Business Lounge

TOKYO GAME SHOW augments its matchmaking and coordination functions by placing Business Matching Coordinators in the Business Lounge. These coordinators assist exhibitors and trade visitors with appointments and consultations, and help arranging ideal match-ups in the Business Lounge.

④ Exhibitor News

Exhibitors are able to publish "Exhibitor News" on TGS official site.

⑤ Press Information Distribution Service

This service provides exhibitors the opportunity to distribute press releases to media in Japan and overseas. 2 companies per day.

Organizer's Projects for Exhibitors

■ e-Sports Stage

TOKYO GAME SHOW 2020 will be hosting an e-Sports stage "e-Sports X" to attract visitors for the fun of e-Sports.

■ International Networking Party

On the second Business Day, the evening of September 25, the International Networking Party will be held for overseas exhibitors and visitors from around the world for the exclusive purpose of business exchanges and networking.

■ SENSE OF WONDER NIGHT (SOWN) 2020

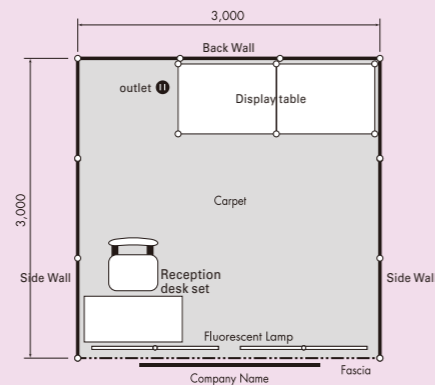
This event spotlights game developers whose wellspring of ideas stir sense of wonder in the mind of game players. SENSE OF WONDER NIGHT 2020 introduces and awards these amazing game developers from all around the world.

Rental Shell Scheme

The "Energy-Saving Package" has been provided for the Shell Schemes below. Please contact OMO for more details.

P Package Booth (3x3m)

*Exhibitors can select a color of the fascia and punch carpet from the options below.



★Items

- 1 System wall (side & back walls)
- 2 Fascia (H300mm)
- 3 Punch carpet
- 4 Company name plate (W1800 x H200)
- 5 Fluorescent lamp (40W x 2 lamps)
- 6 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 7 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
- 8 Reception Desk Set
- 9 Display table with storage

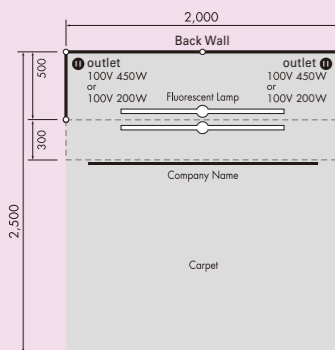
Turnkey Booth *Max 3 booths per exhibitor

*Exhibitors can select a color of punch carpet from the options below.



TA Turnkey Booth A (2x2.5m)

- General Exhibition Area
- Game School Area



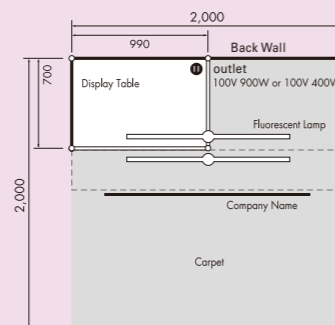
★Items

- 1 System wall (side & back walls)
- 2 Punch carpet
- 3 Company name plate (W1940 x H200)
- 4 Fluorescent lamp (40W x 2 lamps)
- 5 Electrical outlet (two-socket outlet x 2) 100V 450W x 2 or Energy saving pack 100V 200W x 2
- 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W

*The white tables are NOT included in Turnkey Booth A.

TB Turnkey Booth B (2x2m)

- Smartphone Game Area

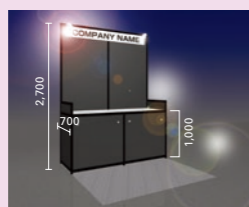
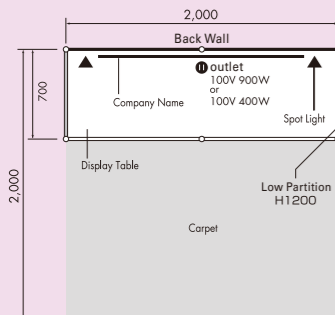


★Items

- 1 System wall (side & back walls / Gray)
- 2 Punch carpet
- 3 Company Name Plate (W1940 x H200)
- 4 Fluorescent Lamp (40W x 2 lamps)
- 5 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
- 7 Display table with storage (W990 x D700 x H1000 / Black)

TC Turnkey Booth C (2x2m)

- Business Solution Area
- e-Sports Area
- Cloud Gaming Area

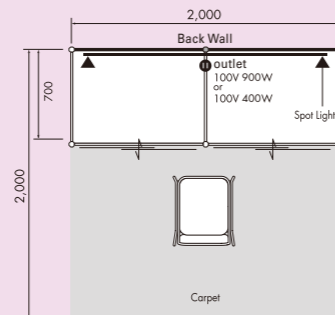


★Items

- 1 System wall (side & back walls)
- 2 Punch carpet
- 3 Company name plate (W1800 x H200)
- 4 LED Spotlight (15W x 2)
- 5 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 6 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
- 7 Display table with storage (W1980 x D700 x H1000 / Black)

TD Turnkey Booth D (2x2m)

- VR/AR Area

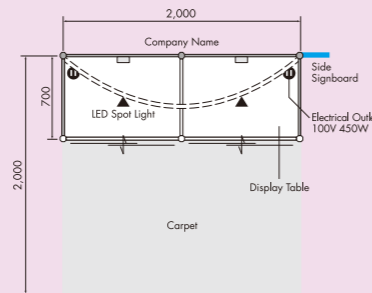
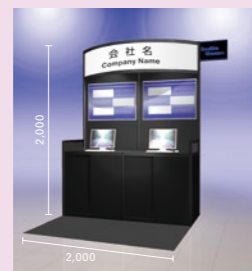


★Items

- 1 System wall (back wall / Black)
- 2 Display table with storage (W1980 x D700 x H1000 / Black)
- 3 Punch carpet
- 4 Company Name Plate (W1800 x H200)
- 5 LED Spotlight (15W x 2)
- 6 Electrical outlet (two-socket outlet x 1) 100V 900W or Energy saving pack 100V 400W
- 7 Electrical power supply 100V 1KW or Energy saving pack 100V 500W
- 8 Stacking Chair x 1 (W480 x D520 x H880)

TE Turnkey Booth E (2x2m)

- Indie Game Area



★Items

- 1 System Wall (back wall / Black)
- 2 Fascia (H500mm)
- 3 Punch carpet
- 4 Company Name Plate
- 5 LED Spotlight (15W x 2 lights)
- 6 Electrical outlet (two-socket outlet x 1) 100V 450W x 2
- 7 Electrical power supply 100V 1kW
- 8 Display Table with Storage (W1980 x D700 x H1000 Black-color)

*Monitors and panels are NOT included in Turnkey Booth E.

Scenes from TGS2019



German Pavilion



Hyper X



Cyber Punk 2077



Hong Kong Pavilion



Business Meeting Area



International Party



Korean Pavilion



Indie Game Area

TGS 2019 in Number

- Venue: Makuhari Messe Exhibition Halls 1-11 (exhibit area : about 72,000 sqm), International Conference Hall and Event Hall
- Number of exhibitors: 655 (305 from overseas) ■ Number of booths: 2,417
- Display gaming titles: 1,522
- Number of visitors: **Business Day** Sep. 12 (Thu.) 33,465 Sep. 13 (Fri.) 34,977 **Public Day** Sep. 14 (Sat.) 91,301 Sep. 15 (Sun.) 102,333 **Total 262,076**

■ The Number of Media / Reporters

Media Categories	Media	Reporters
Web	804	2,719
Newspaper	74	147
News Agency	22	33
TV (Satellite TV / CATV)	36	91
TV (Terrestrial)	100	431
Editor / Freelance Writer / Others	28	52
Radio	37	70
Magazine	273	572
Overseas Media	806	1,416
Total	2,180	5,531

■ The Number of Overseas Media

Country / Region	Media	Reporters
United States	72	160
China	65	328
Taiwan	50	99
Hong Kong	43	98
France	39	83
Italy	20	25
Korea	20	92
United Kingdom	17	20
Canada	15	12
Thailand	14	39
Mexico	13	29
Singapore	13	42

■ The Number of TGS Official Video Channel Views

TGS2019 Lived stream on several platforms to Japan and overseas.

Total 16,510,000 Views!

Japanese	English	Chinese
11,270,261 Views	1,063,478 Views	4,183,062 Views