

**TOKYO
GAME SHOW
2020**

ONLINE

**Amazon Special Site
Sponsorship Program**

2020.07.21

Message

The TOKYO GAME SHOW 2020, originally planned at Makuhari Messe, will be held online for five days from September 23 (Wed) to 27 (Sun), 2020. The event will be called “TOKYO GAME SHOW 2020 ONLINE” (<https://tgs.cesa.or.jp/> Abbreviation: TGS 2020 Online).

During the show, various companies and organizations in the gaming industry—from major publishers to indie game developers—will unveil their latest updates including the release of new titles and services through the official TGS official channel and web pages. There will be livestreaming of eSports competitions and online talk sessions covering the latest topics in games too. All of these online contents are viewable free of charge.

The “Amazon Special Site Sponsorship Program” is a new aspect of the show, which will be implemented with Amazon.co.jp. In this program, Amazon’s website will be linked to the TGS 2020 Online Official Site to set up the TGS 2020 Online Special Site Page within Amazon.co.jp. This will provide TGS contents to as many users as possible, while offering TGS 2020 Online official goods exclusively on Amazon.co.jp.

When you take part in this sponsorship program, you will be able to set up a proprietary page on Amazon’s Special Site within Amazon.co.jp and this will enable exposure of your company name and logo. You can link your products with the show and provide smooth navigation for visitors make purchases. We hope you will take this opportunity participate in this sponsorship program as it could help maximize your promotional activities.

July 2020

Tokyo Game Show 2020 Online Overview

The Tokyo Game Show 2020 Online is the opportunity for everyone to experience the fun and potentials of cutting-edge technology brought through games!



【Event Details】

【Event】 Tokyo Game Show 2020 Online

【Organizer】 Computer Entertainment Supplier's Association (CESA)

【Expected Exhibitors】 200 (TBD)

【Period】 September 23 (Wed)~
27 (Sun), 2020

【Co-Organizers】 Nikkei BP, Inc. / Dentsu Inc.

【Admission Fee】 Free
(excludes some sections)

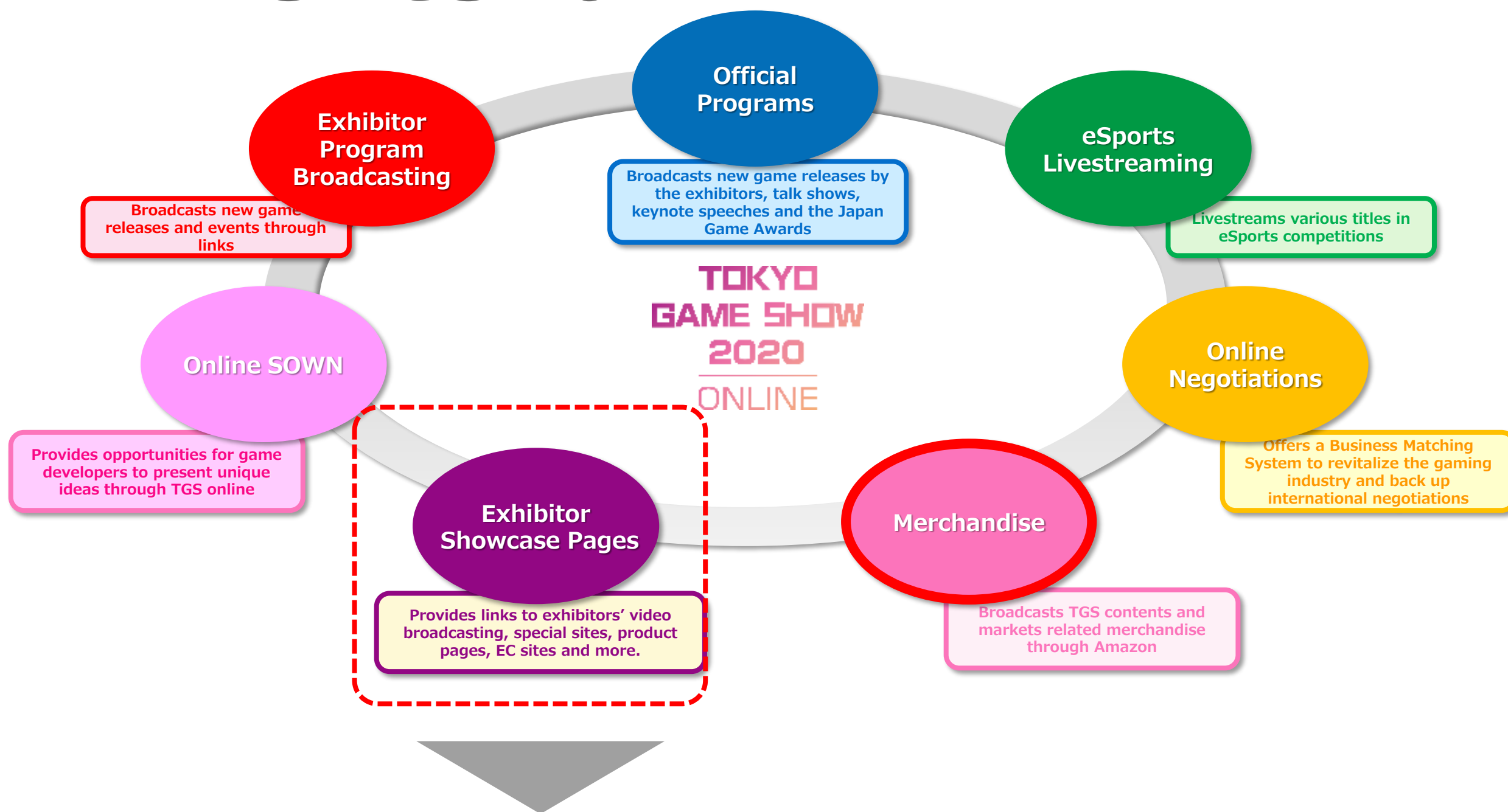
Amazon Special Site Sponsorship Plan: Participation Criteria

Participation Criteria

Companies who apply for “TGS Online Exhibitor Showcase Pages” are eligible to participate in the Amazon Special Site.

Exhibitors will be able to publish their information from September 1 (Tue) (TBD).

We will provide various promotional activities and publicities to gain attention and drive media / gaming fans to visit the exhibitor showcase pages.



TGS Online Exhibitor Showcase Pages: Exhibition Categories

- **General**: Digital entertainment companies focused on gaming software, related products and services
- **Business**: Gaming-related companies and organizations looking for B2B opportunities
- **Gaming Schools**: Colleges and business schools who nurture future gaming creators
- **Indies**: Independent developers who develop fully original games
- **TGS Market**: Companies and organizations looking to market gaming-related goods.

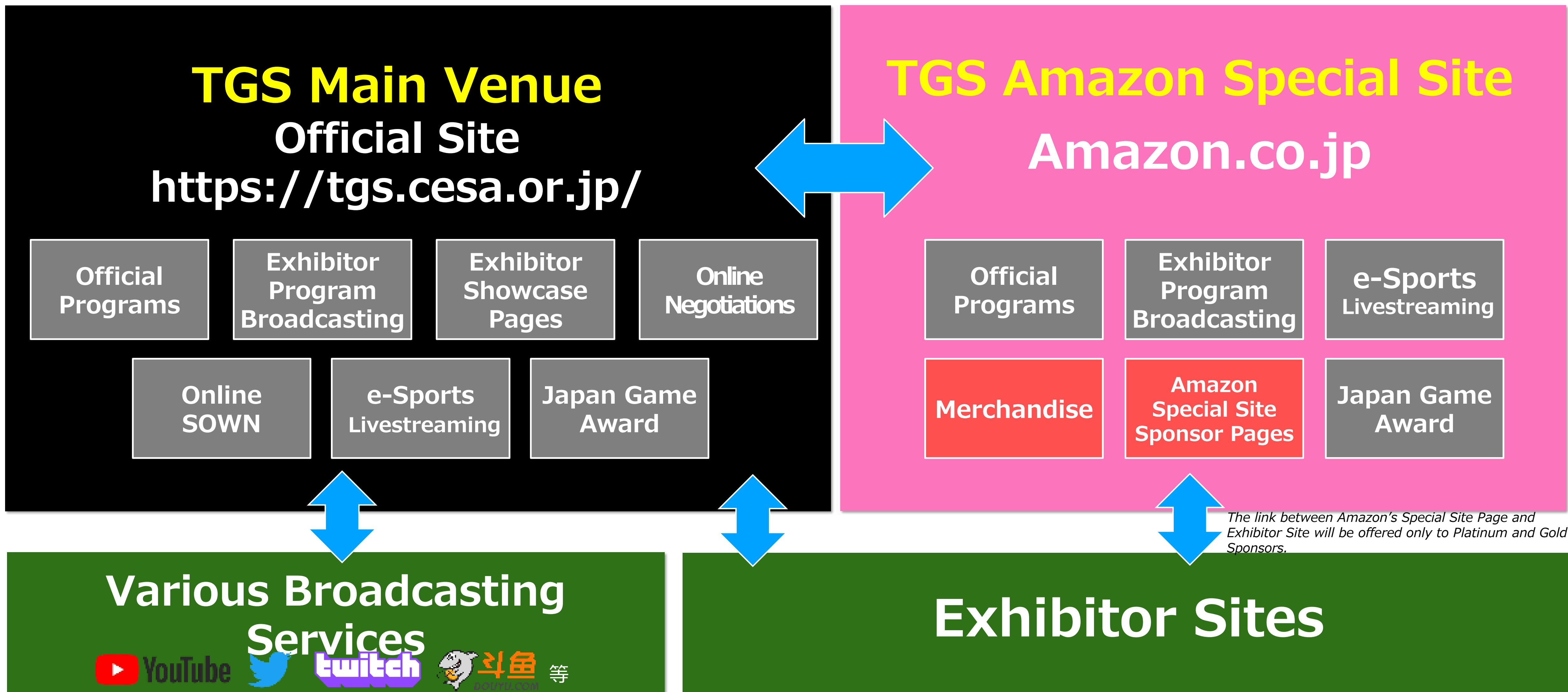
*Exhibitors can exhibit in more than one of the above categories but will not be allowed to have multiple exhibits in one category.
 *All exhibition rates, benefits and additional services will be the same for all exhibitors (No CESA membership privileges).
 *For Z-titles, etc., please refer to CESA's "Advertising Guidelines for Home-Use Gaming Software for Users Over 18 Years of Age."

We will offer Exhibitor Showcase Pages to provide B2B and B2C opportunities for gaming-related companies to showcase their activities.

TGS Online Exhibitor Showcase Page Fee: 100,000 yen (excludes tax)

The Program's Overall Image

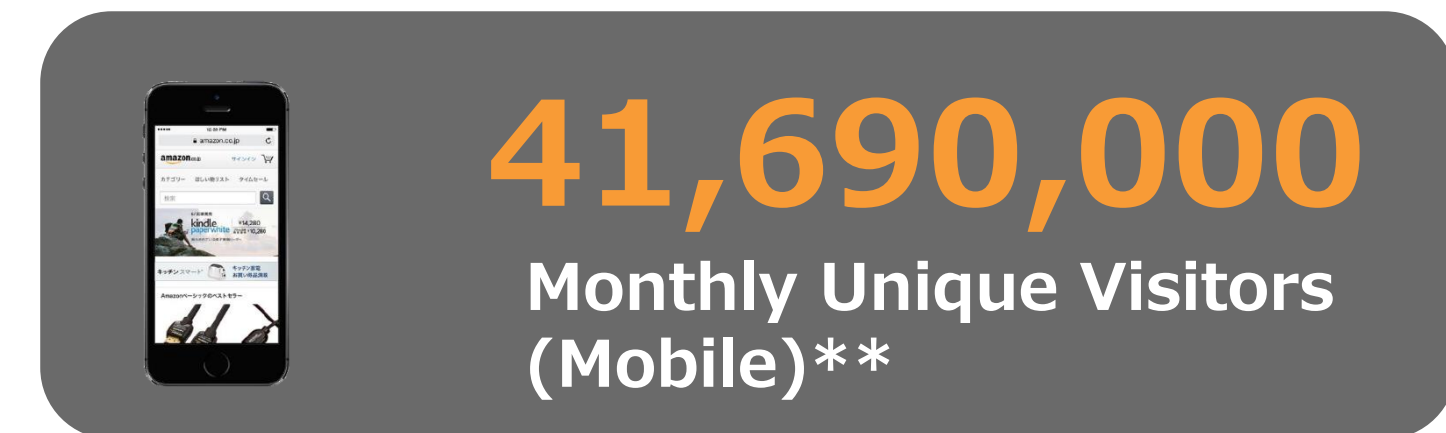
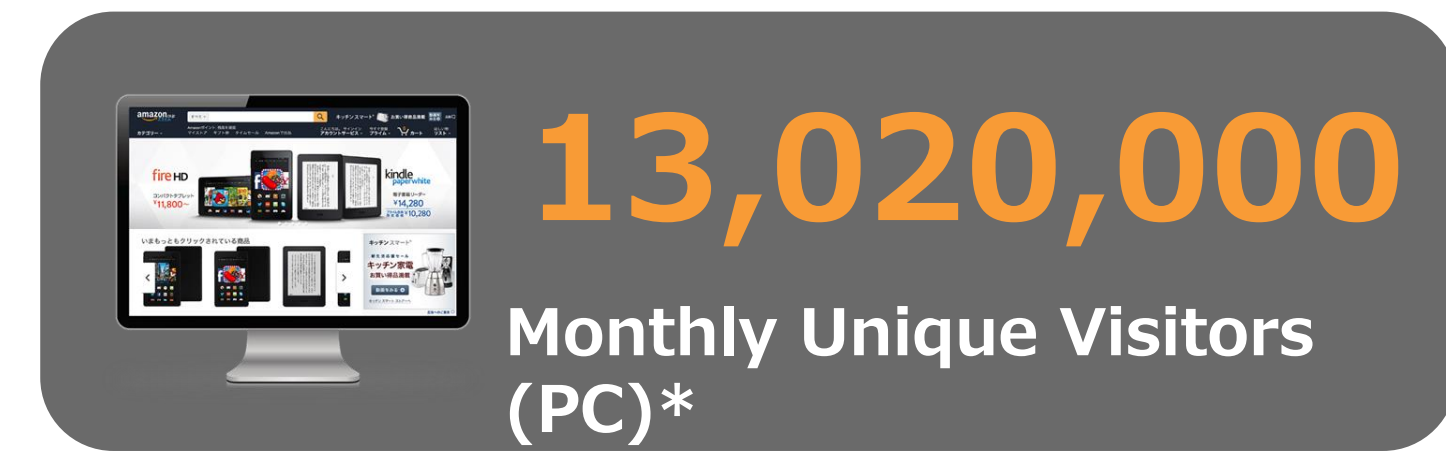
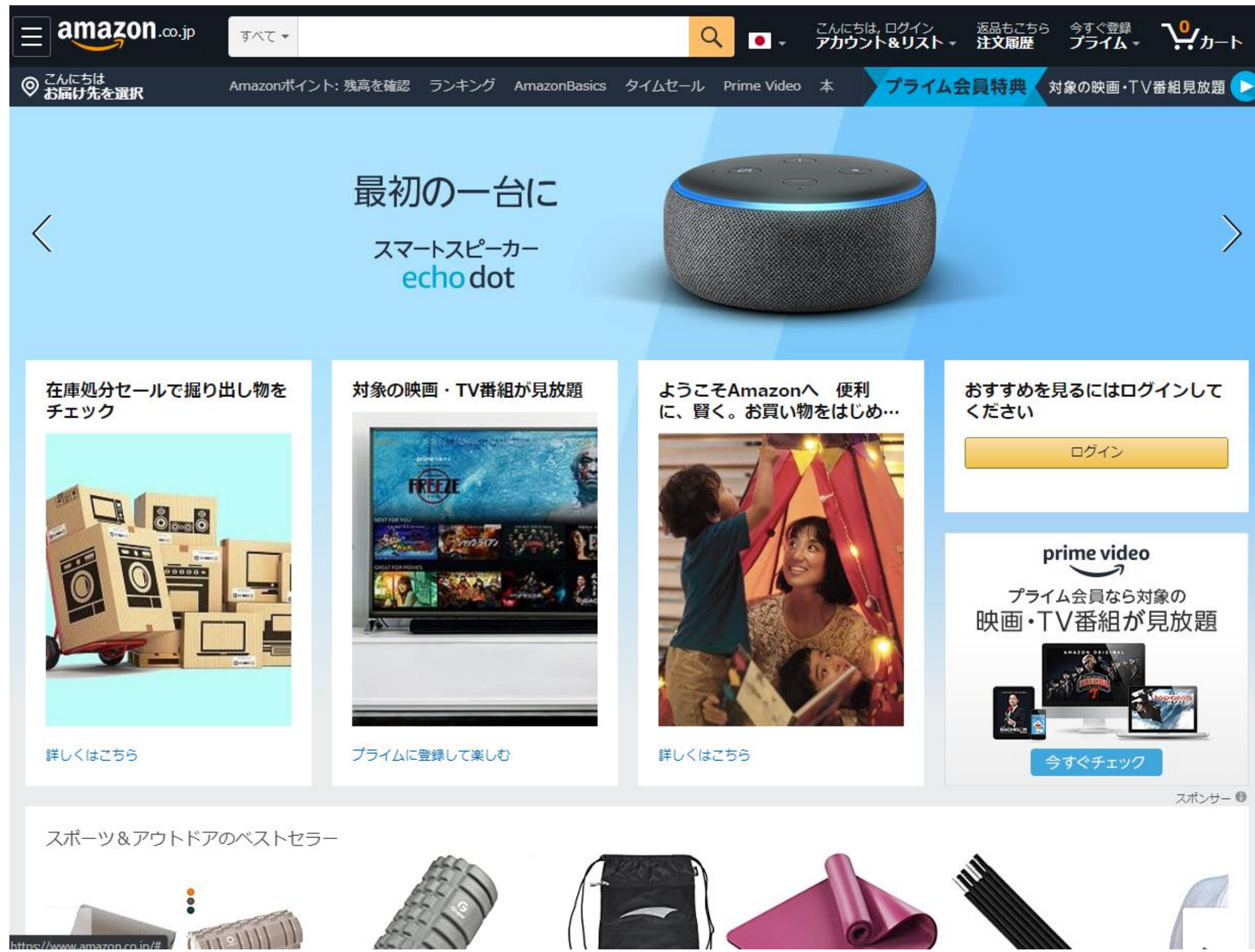
The link between TGS 2020 online main venue and Amazon special venue will create touchpoints and purchase opportunities with visitors.



Amazon Special Site Sponsorship Program

About Amazon

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



Huge traffic can be expected, which an online event alone will not be able to provide.

*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

Sponsorship Menu

Platinum Plan

25,000,000 yen~ (excludes tax)
Up to 4 companies

- Development of individual feature pages
 - Embedding of live video streaming slot
 - Advertising slot to drive traffic
- Video livestreaming slot in the TGS Special Site.
 - Product exposure linked with live videos (up to two frequencies)
- Hero banner inside the TGS Special Site
- Showcasing of feature products in the TGS Special Site
- Jacking of top screen video background slot in the TGS Special Site
- Targeting e-mail drops (*)
- Links to products in the TGS Special Site
- Exposure of company name and logo in the list of Exhibitor Companies (With a link to individual feature pages)
- Possible to set up external links to Sponsor Sites
- Main banner exposure on Amazon.co.jp top page (Additional 5 million yen for implementation) (Currently being finalized)

Gold Plan

13,000,000 yen (excludes tax)
Up to 28 companies

- Development of individual feature pages
 - Embedding of live video streaming slot
- Large banner inside the TGS Special Site
- Targeting e-mail drops (*)
- Links to products in the TGS Special Site
- Exposure of company name and logo in the list of Exhibitor Companies (With a link to individual feature pages)
- Possible to set up external links to Sponsor Sites

Silver Plan

4,000,000 yen (excludes tax)
No Limit

- Development of individual feature pages
- Medium banner inside the TGS Special Site
- Links to products in the TGS Special Site
- Exposure of company name and logo in the list of Exhibitor Companies (With a link to individual feature pages)

Exhibitor Only

Free of Charge
*No Limit

- Links to products in the TGS Special Site
- Exposure of company name in the list of Exhibitor Companies

▼ Opening a new account

Amazon's buyer (Vendor Manager) will help you open a new account in a portal site called "Vendor Central," which manages transactions in Amazon. The buyer will send you an invitation e-mail to set up a new account. Please 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 will commence once you open your account and register your products.

▼ Registering a new product

You will be required to access Vendor Central to register new products and product information. Please refer to the instructions by Vendor Central on details on how to register.

[Data required to register sponsor products]

- | | |
|--|---|
| <ul style="list-style-type: none"> • JAN/EAN Codes • Product Name • Manufacturer Name • Brand Name • CERO Rating • Compatible Models • Categories • Sub-Categories • Launch Date • Vendor Code | <ul style="list-style-type: none"> • Model Number (Product Number / Control Number) • List Price • Cost Price • Product Package Size • Product Size • Product Description (includes copyright notation) • Battery Info • Hazardous Substance Info |
|--|---|

▼ About live videos

We are scheduled to stream live videos for our sponsors on a video player set up in Amazon.co.jp. You will be required to develop your own video contents. Once they are completed, we will be sending you operational details separately. Please note that some live videos will not be viewable depending on user device or browser environment.

The following priorities will be set for plans with limited slots:

Order of Priority

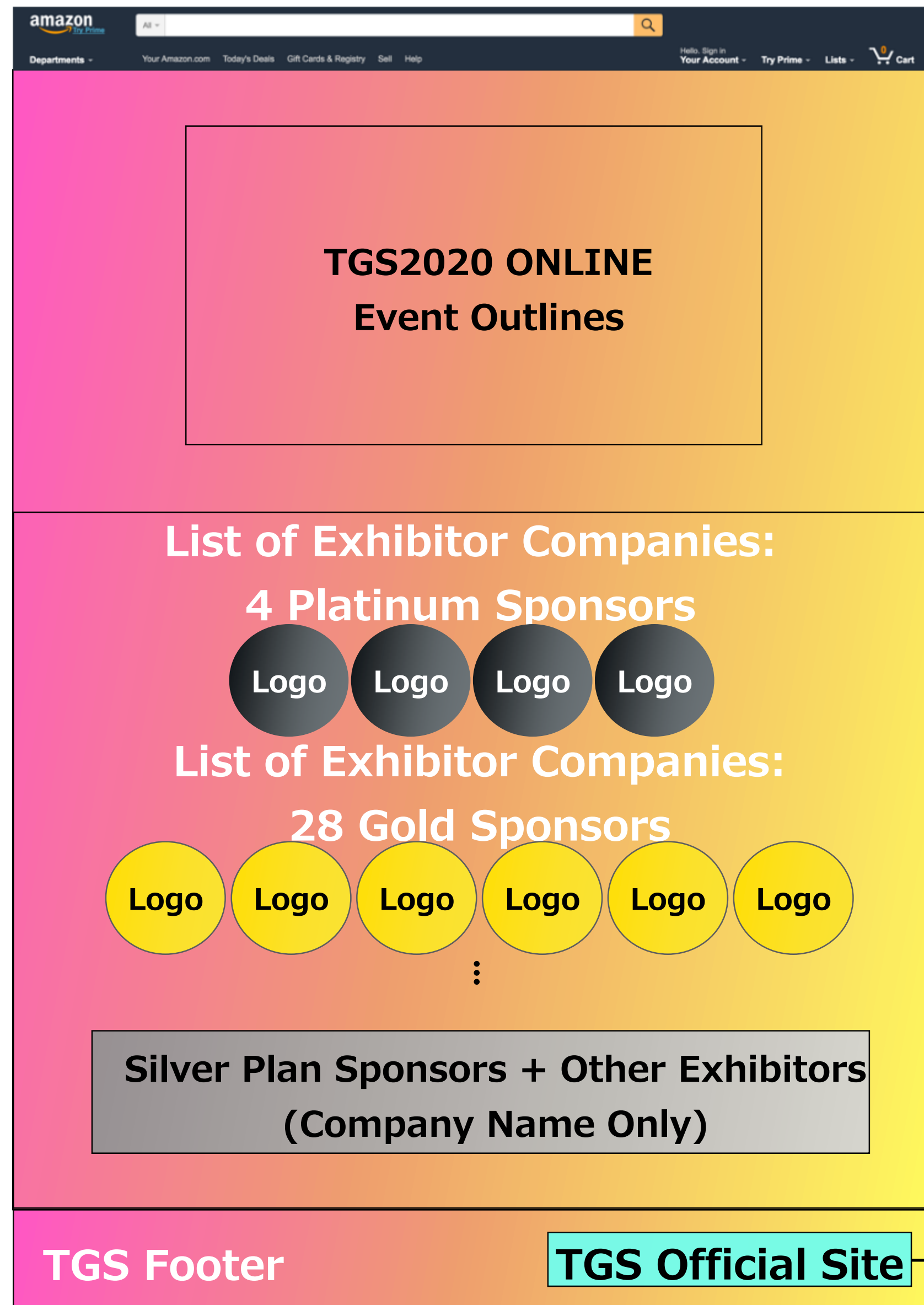
- Priority 1: Platformers for home-use game consoles
- Priority 2: Company who set up more than 40 booths in the last 5 years (2015~2019)
- Priority 3: Companies other than the above

*In descending order, we will select companies who set up the most number of booths in the last five years. If multiple companies match the same criteria, we will make the selection based on whether the company is a CESA member and number of exhibits in the last five years. If we are still left with more applicants than the number of slots, then we will base the selection on lottery.
*As a rule, companies will only be able to exhibit in one slot. However, multiple applicants can be made if the slots are still open.

(*) All targeting e-mails will be developed by Amazon and will feature TGS related products. Sponsor products will be communicated via a link in the e-mail.

*This proposal is as of July 21, 2020 (release date), hence the implementation details are subject to change. Please be noted that Amazon is not guaranteeing that they will provide the advertising services in this document exclusively to your company, nor will they be able to commit to the project implementation details.

Amazon Special Site Structure: Teaser Period (9/1-23)



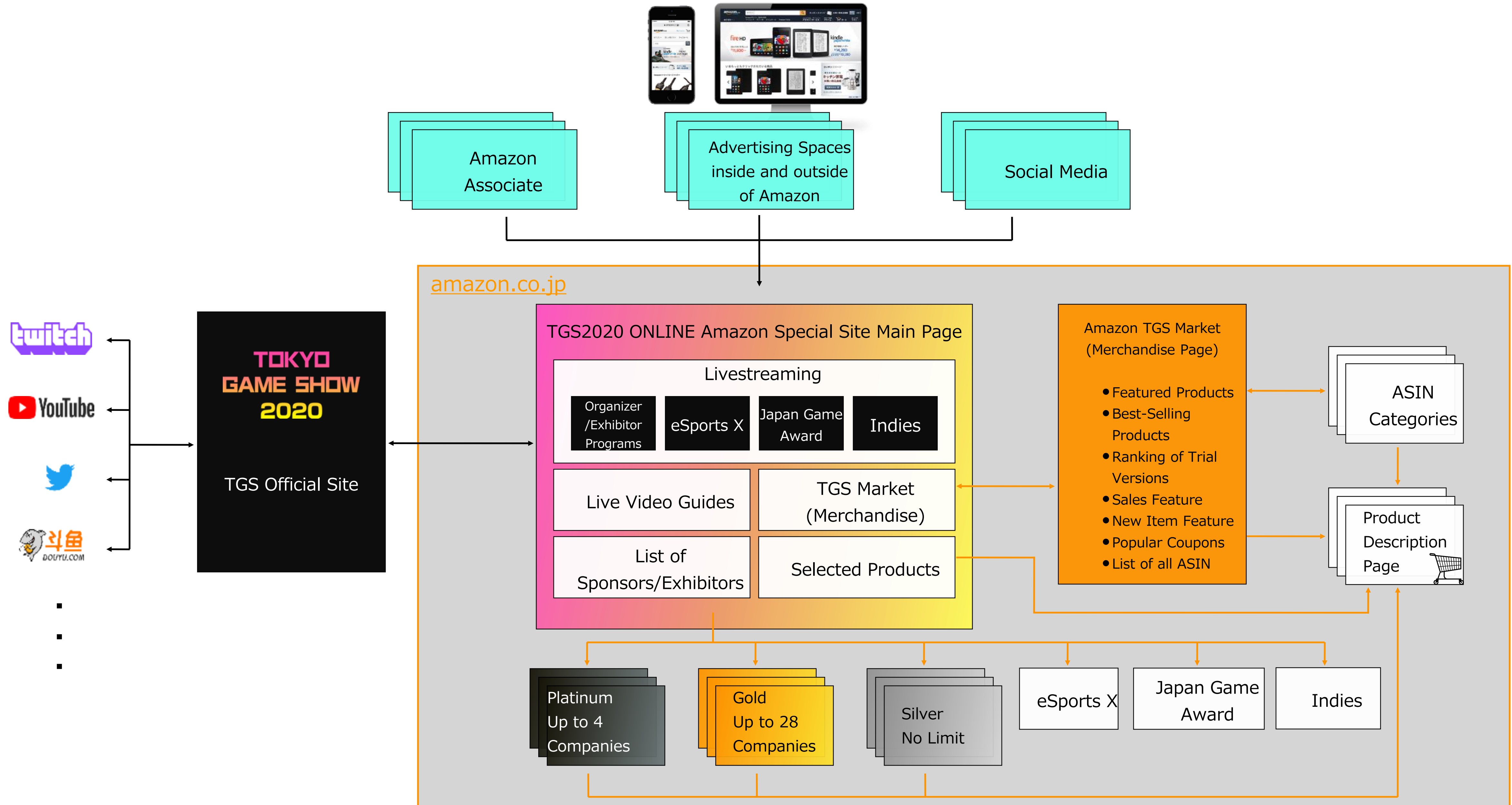
*Detailed contents are TBD

•No Links

•No Links

•No Links

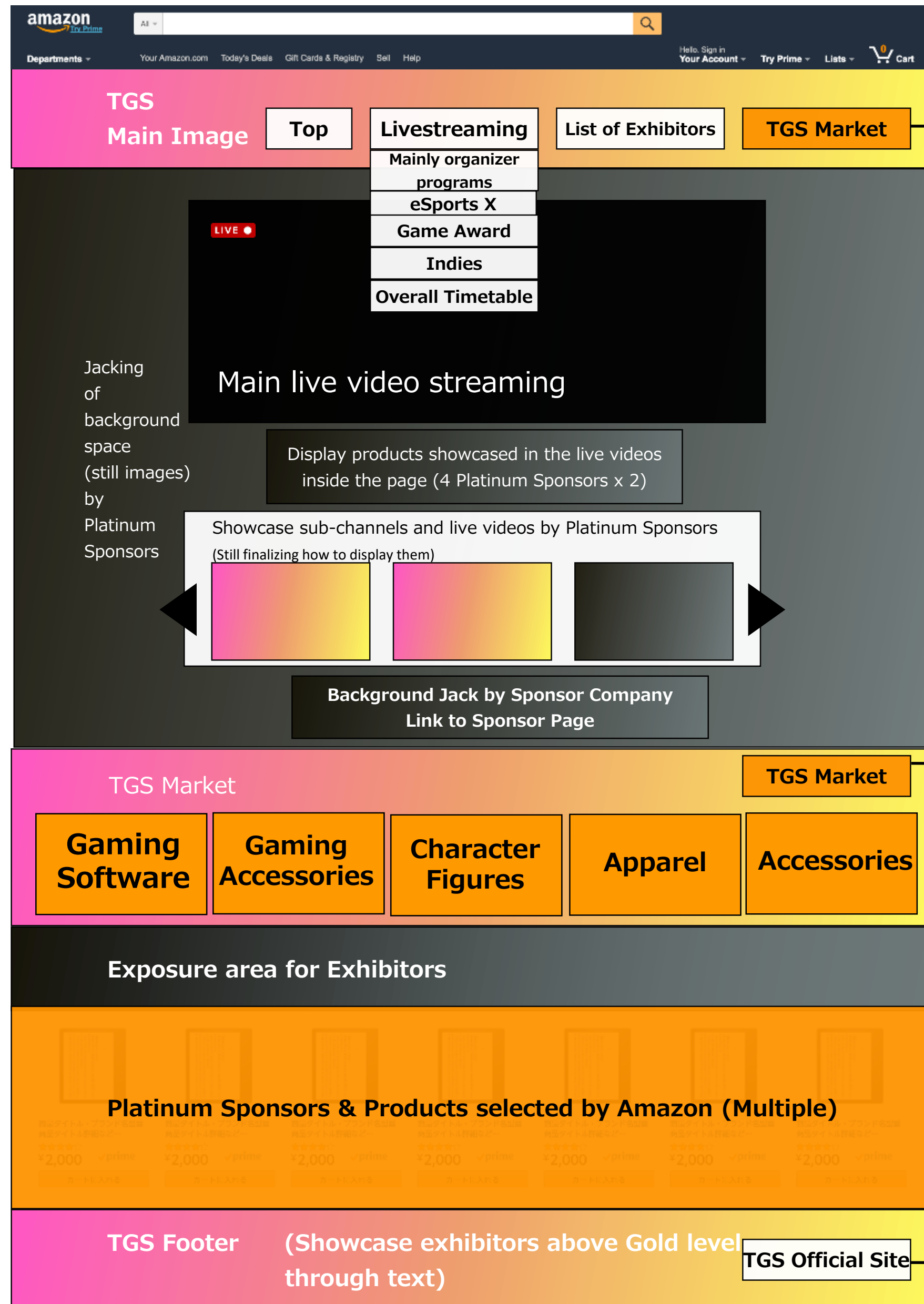
Amazon Special Site: Overall Structure (9/24-)



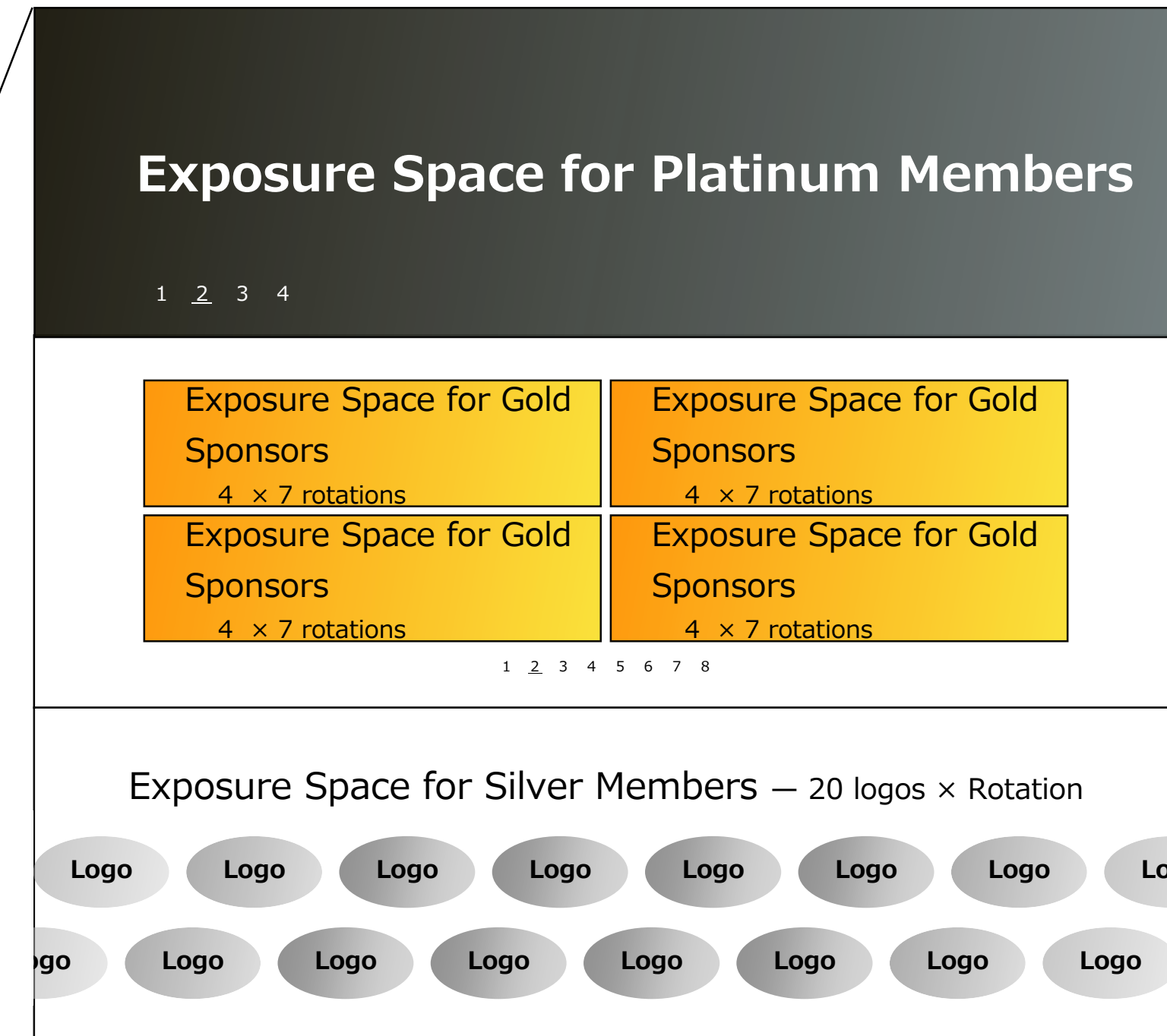
*This proposal is as of July 21, 2020 (release date), hence the implementation details are subject to change. Please be noted that Amazon is not guaranteeing that they will provide the advertising services in this document exclusively to your company, nor will they be able to commit to the project implementation details.

Amazon Special Site: Structure of Main Page

***Design, layout and content details are being finalized.**



(Retailer Side) Place to sell related products



Exhibitor Pages

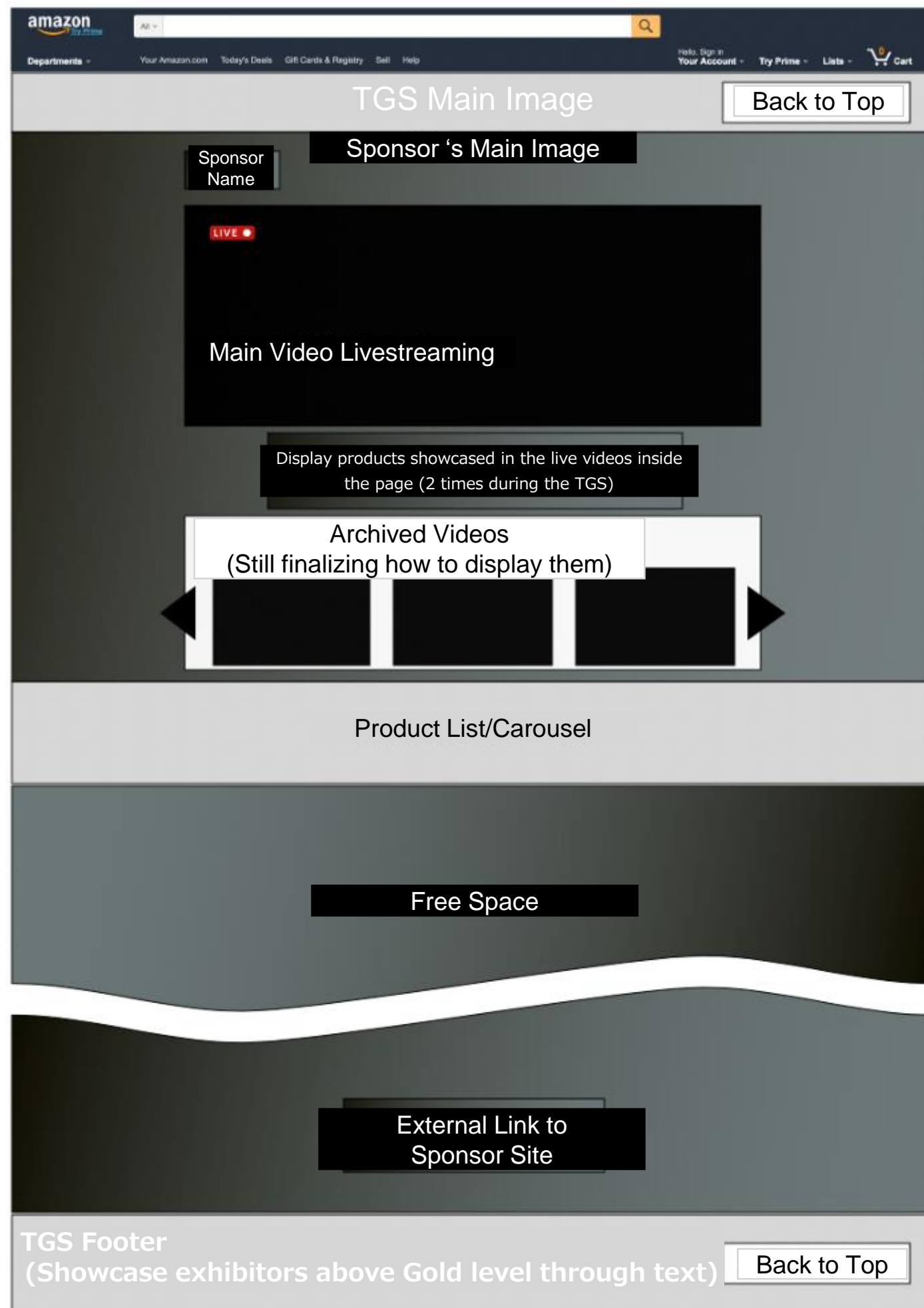
TGS Official Site

Sponsor Menu: Image of Individual Pages

Platinum Plan

25,000,000 yen~ (excludes tax)

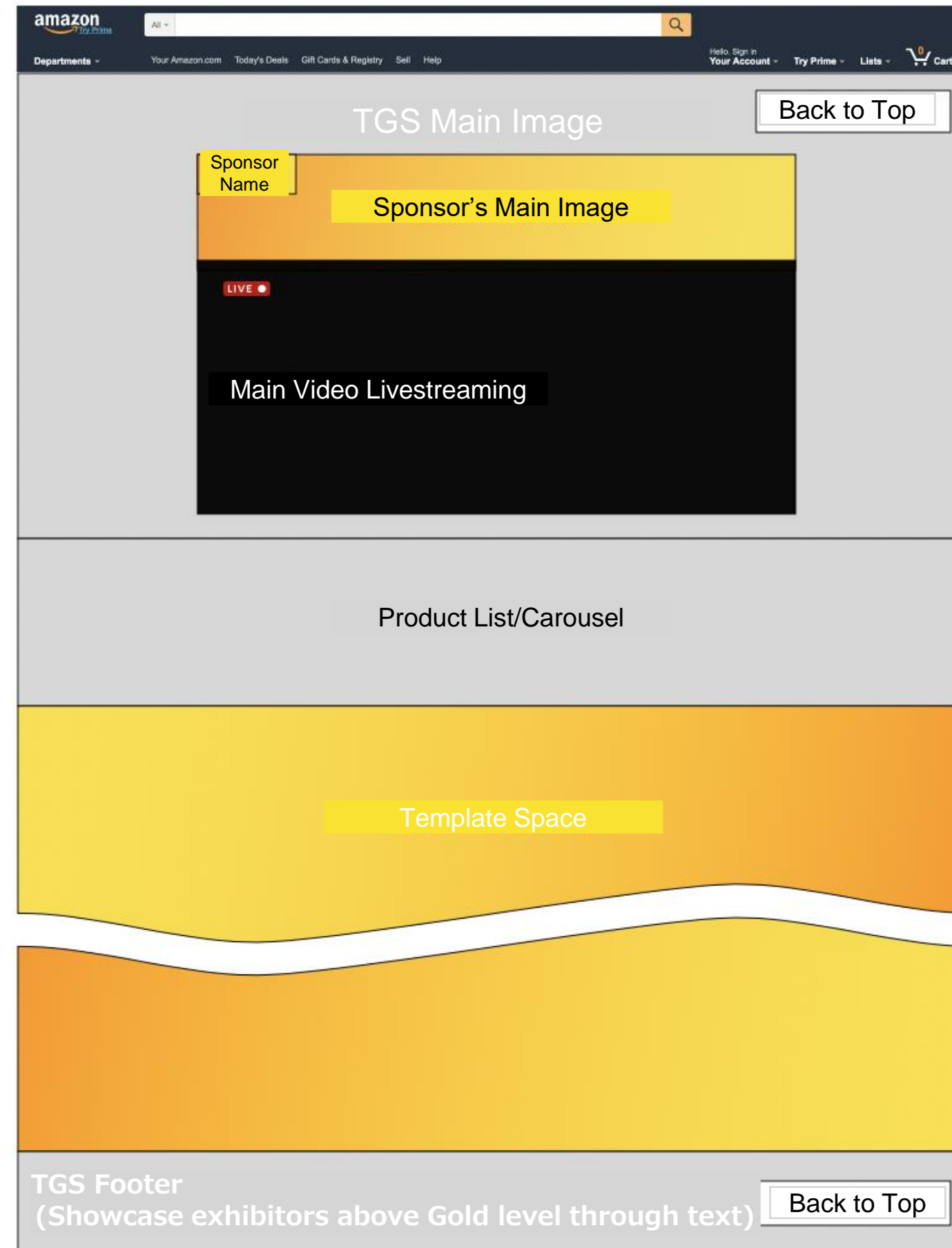
Up to 4 companies



Gold Plan

13,000,000 yen (excludes tax)

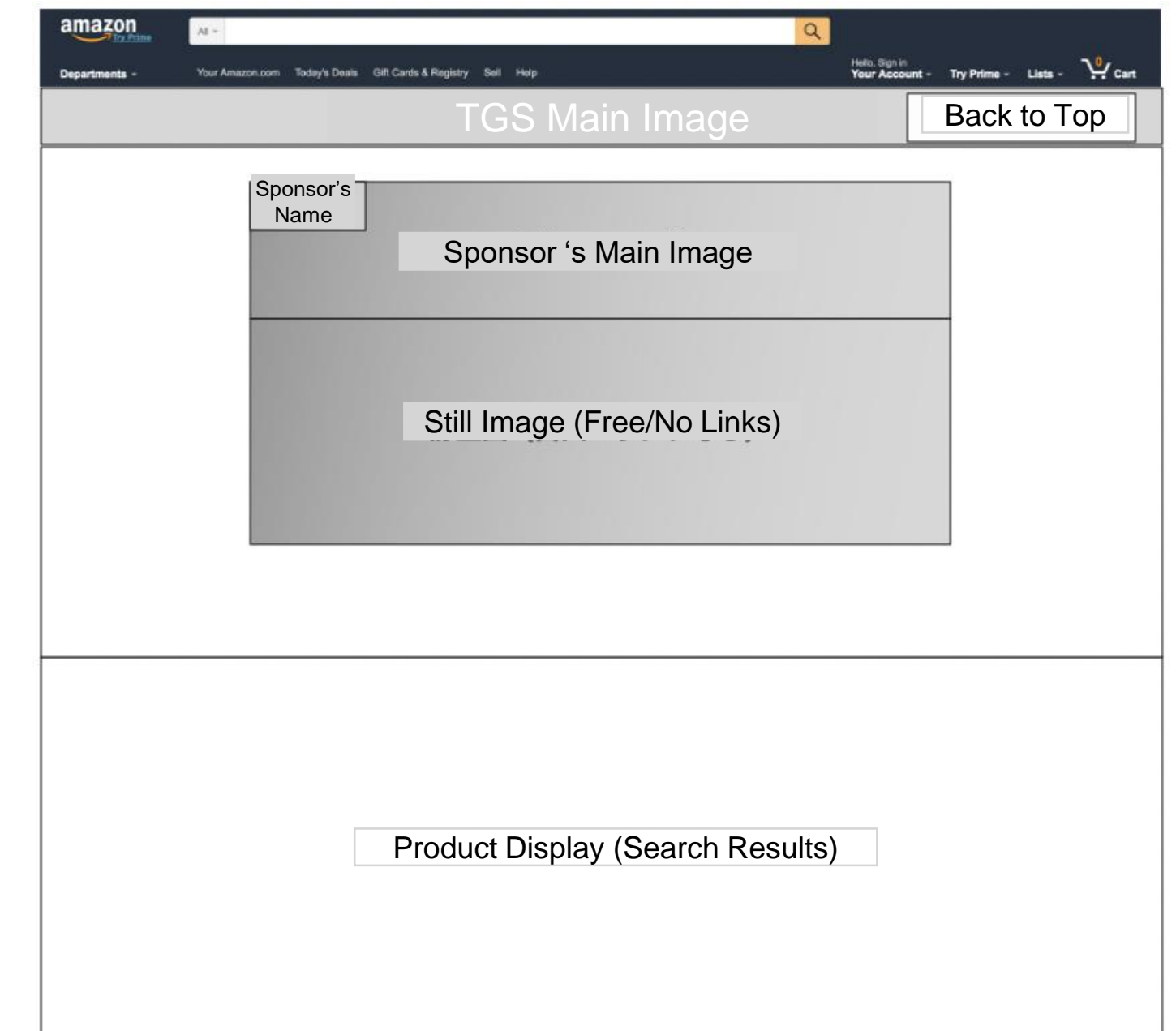
Up to 28 companies



Silver Plan

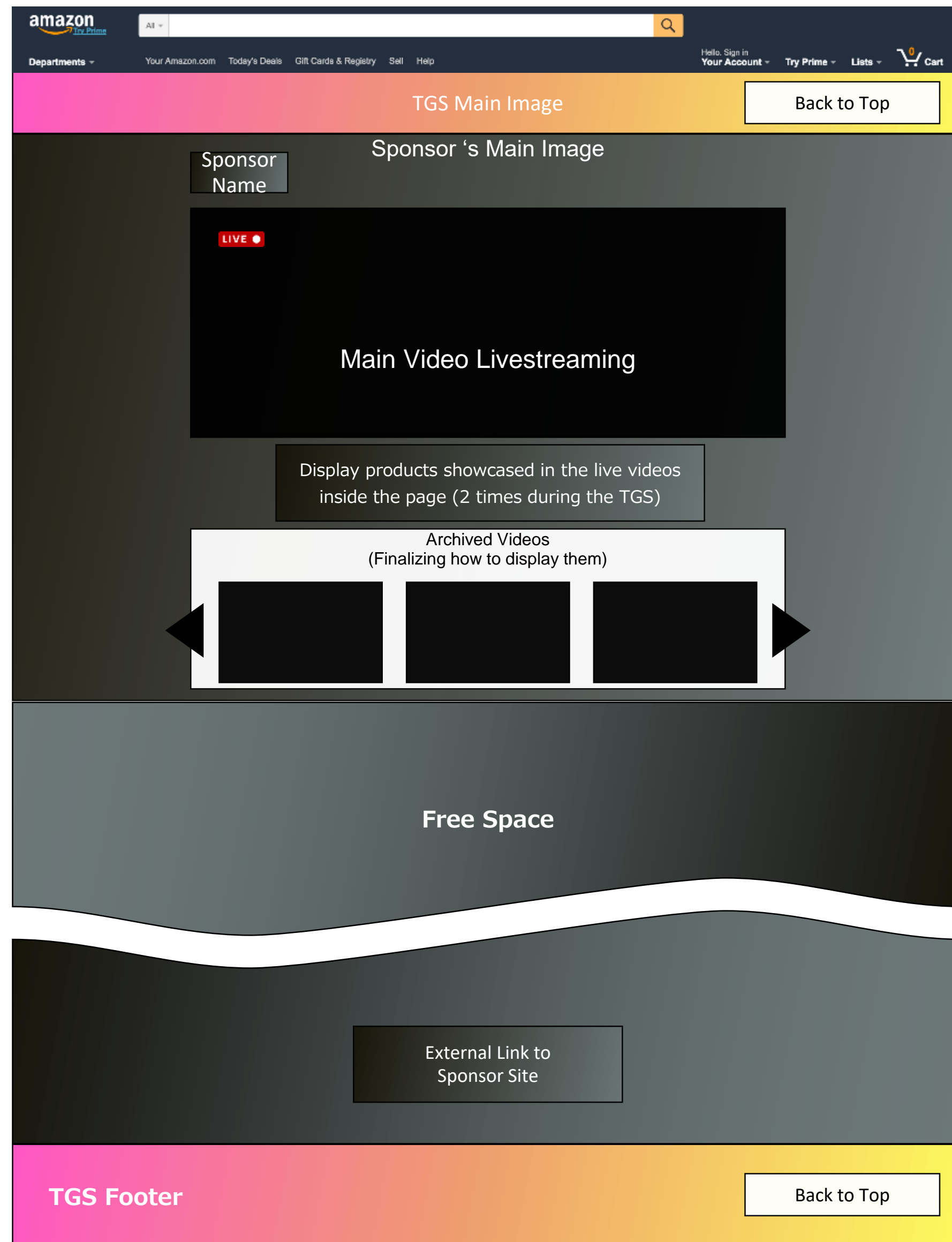
4,000,000 yen (excludes tax)

No Limit



Platinum Plan (25,000,000 yen) — Up to 4 Companies

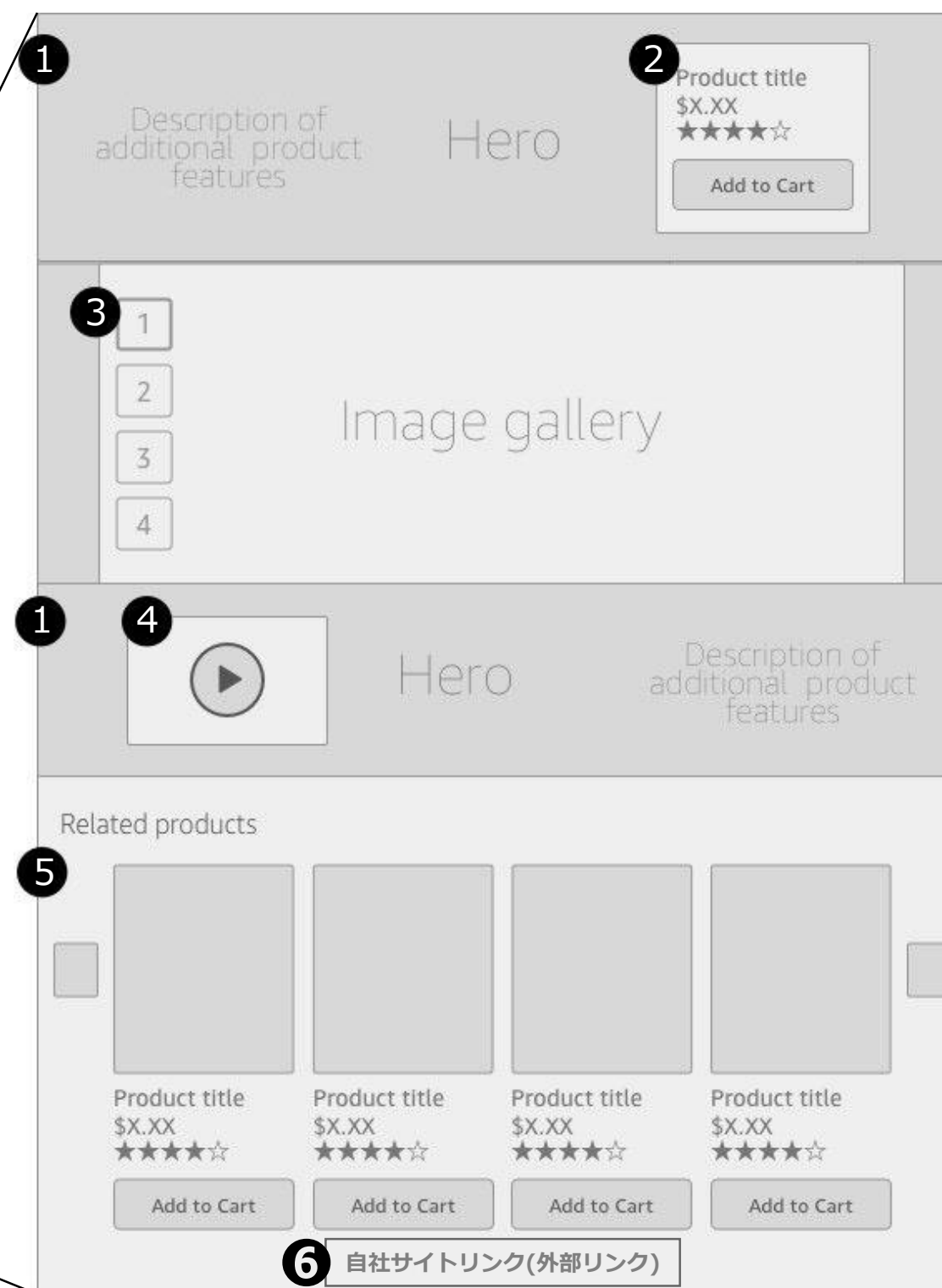
***The design, layout and contents are being finalized.**



TGS Main Image

Live Space

- Background will feature still visuals; Design the way you want as long as they follow the regulations
- Sponsor Name is mandatory
- Displays products showcased in the live videos inside the page
- Archived Videos



Free Space

Sponsors are able to rearrange modules ①~⑤.

- ① Hero Image
- ② Shopping Cart Box
- ③ Image Gallery (Up to 5 images)
- ④ Video (500MB Under 3 min)
- ⑤ Product List/Carousel (Up to 20 products x Up to 5 rows)
- ⑥ Sponsor Site Links (External Links) *Very bottom in the free space

***Please refer to page 24 on the attached documents for the modules that are usable in the free space.**

***The template space design and layout are being finalized.**

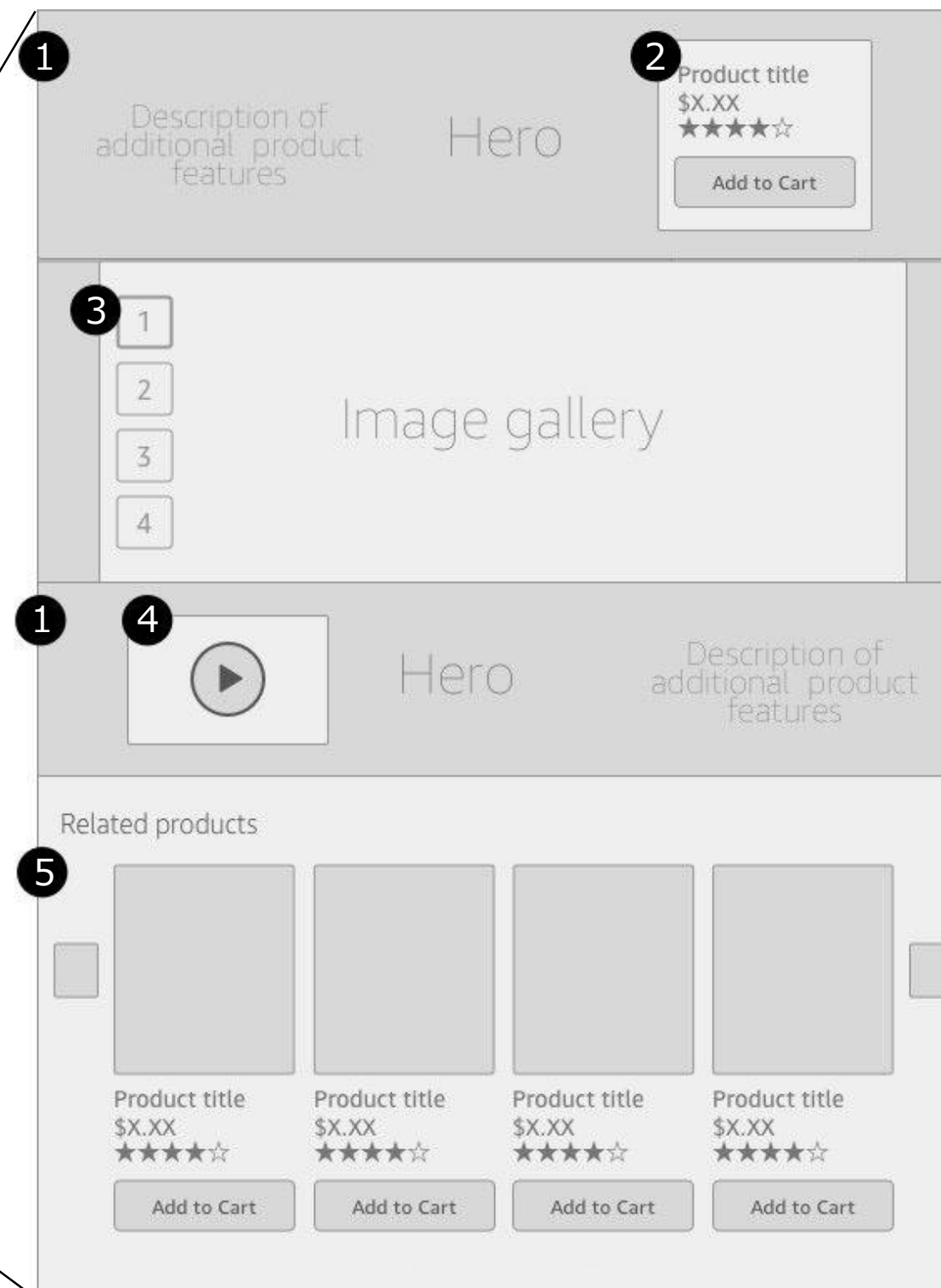
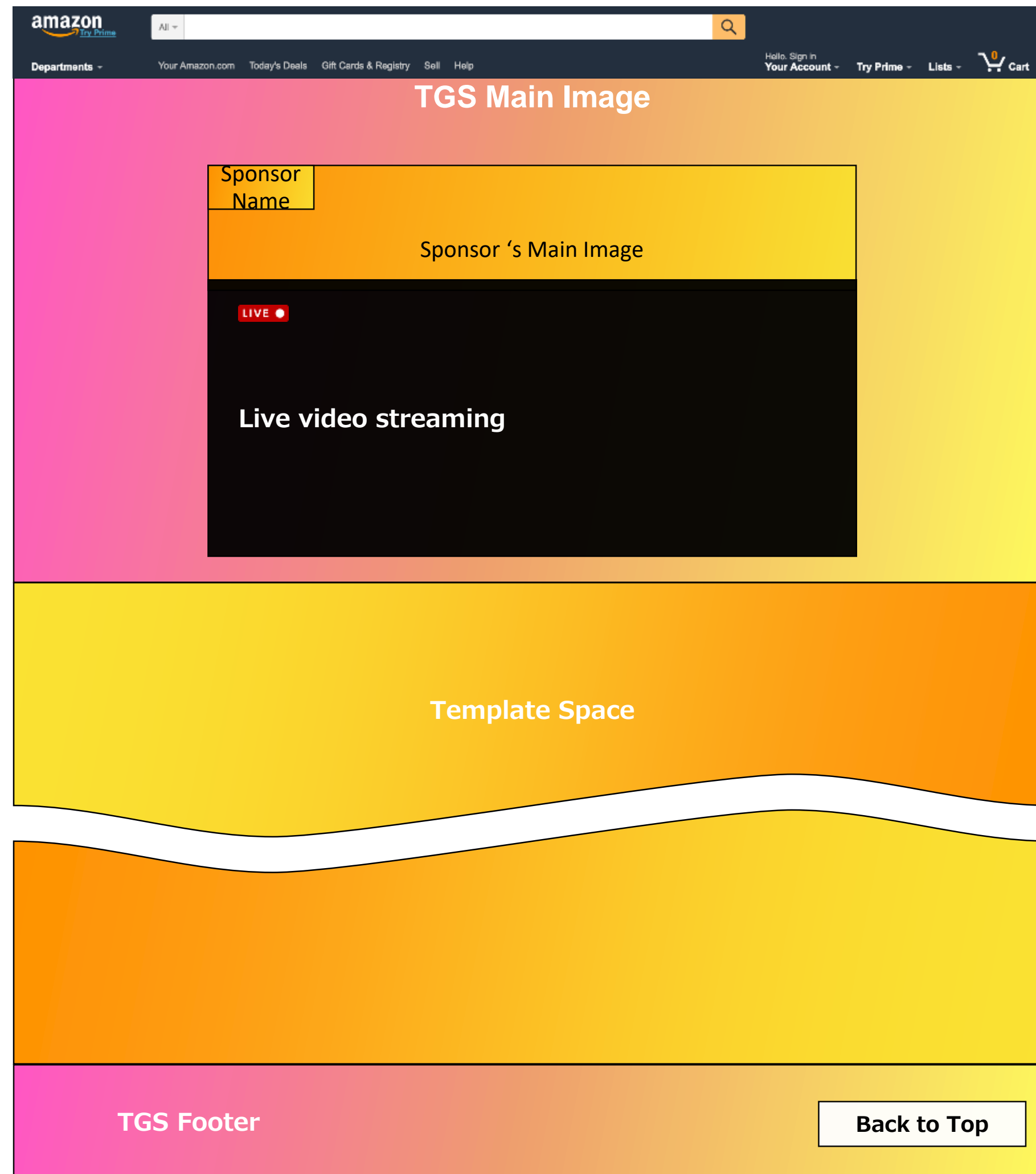
Gold Plan (13,000,000 yen) — Up to 28 Companies

***The design, layout and contents are being finalized.**

TGS Main Image

Live Space

- The Sponsor's Main Image is a still image.
- Sponsor Name is mandatory



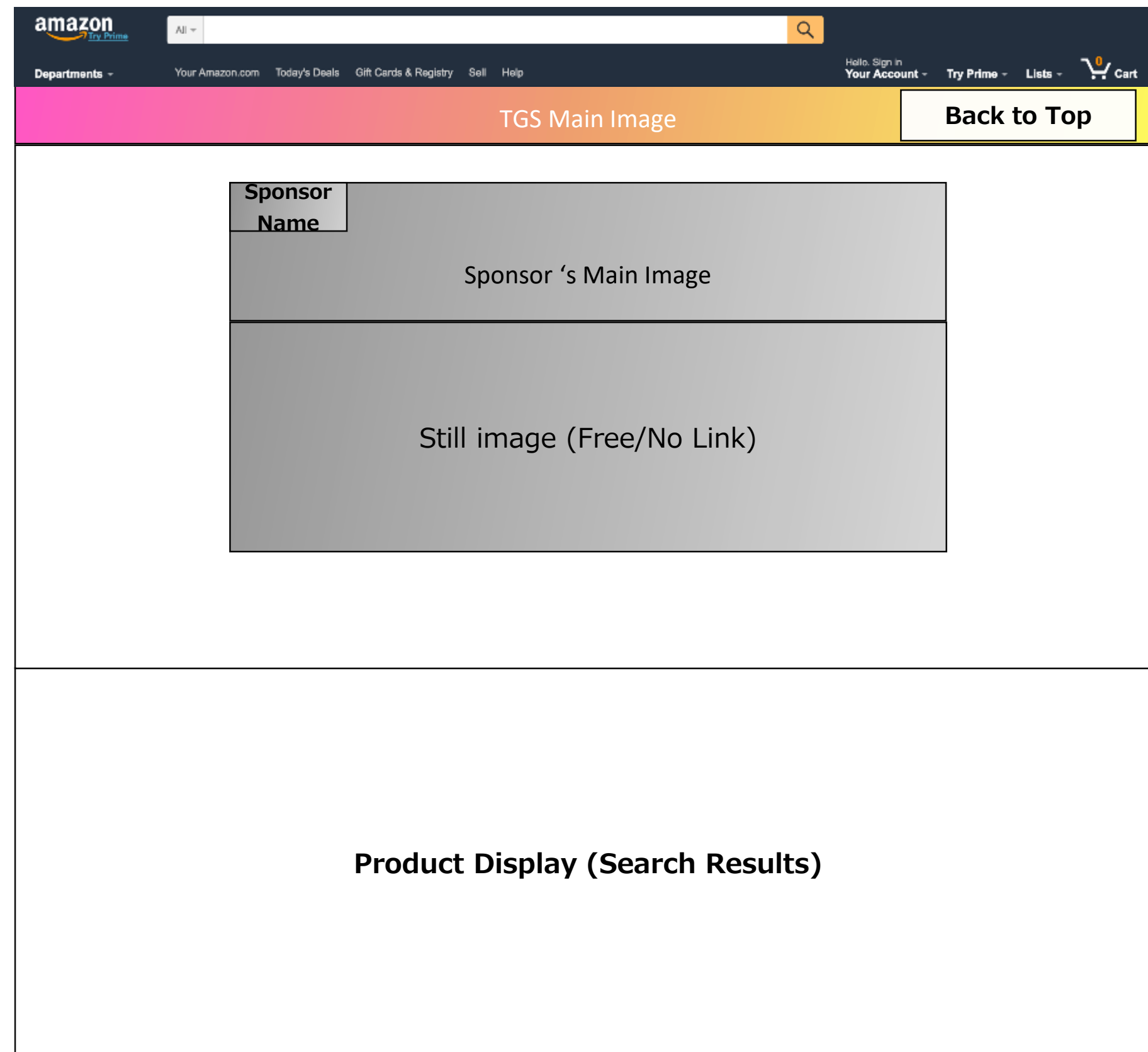
Template Space

- 1 Hero Image
- 2 Shopping Cart Box
- 3 Image Gallery (Up to 5 images)
- 4 Video (500MB Under 3 min)
- 5 Product List/Carousel (Up to 20 products x Up to 5 rows)

***Please refer to page 24 on the attached documents for the modules that are usable in the template space.**

***The template space design and layout are being finalized.**

Silver Plan (4,000,000 yen) — No Limit



TGS Main Image

***The design, layout and contents are being finalized.**

- The Sponsor's Main Image is a still image.
- Sponsor Name is mandatory
- +One still image (Free/No Link)

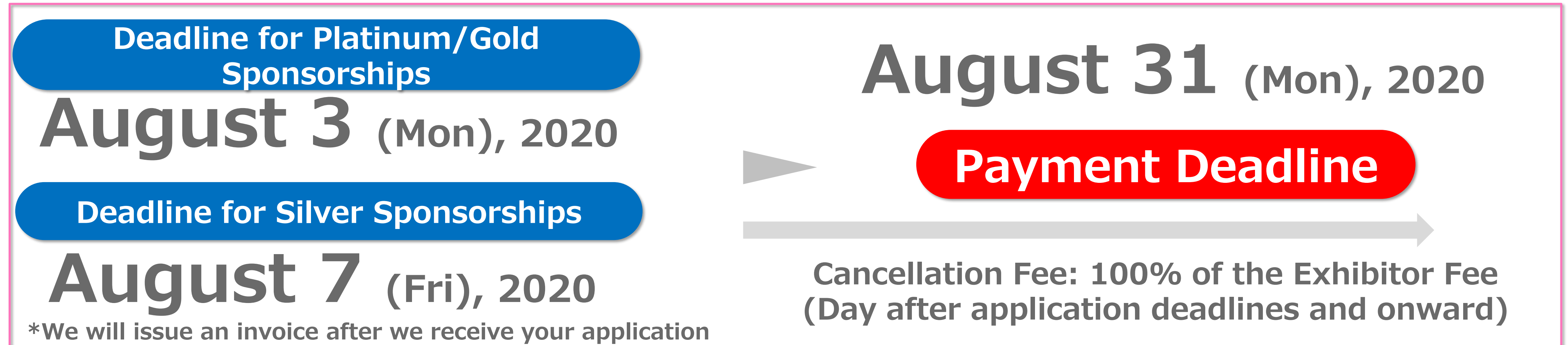
- The product will be displayed only in the search results

Applying for the Sponsorship Program

【Application Flow】



【Deadline】



Tokyo Game Show 2020 Online Sponsorship Contract (1)

This Sponsorship Contract (hereinafter referred to as “Contract”) is entered into for the purpose of the Tokyo Game Show 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 sponsorships.

Article 1 (Purpose)

This Contract shall stipulate all required matters pertaining to sponsorships by companies and organizations who agree to the purpose of Event. Sponsors and sponsor applicants are deemed as having agreed to this Contract after signing sponsorship applicants addressed to Office.

Article 2 (Definition of Sponsorship)

1. “Sponsorship” mentioned in this Contract shall be defined as the following actions made by a sponsor toward Organizer and Office for Event’s Amazon 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 Sponsor’s name in the Amazon Special Site, advertisements, etc. for Event.

Article 3 (Application and Contract Period)

1. Companies and organizations who wish to participate in the sponsorship (hereinafter referred to as “Sponsorship Applicants”) are required to understand the purposes of Event and agree to this Contract. This Contract shall be in effect between Sponsorship Applicant and Office after Office approves said application (hereinafter, companies and organizations who will be bound by this Agreement shall be referred to as “Sponsor.”)

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

Tokyo Game Show 2020 Online Sponsorship Contract (2)

3. The application deadline for Platinum/Gold Sponsorships shall be August 3 (Mon), 2020 and the application deadline for Silver Sponsorship shall be August 7 (Fri), 2020. Applications shall be closed before the deadline in the event that all of the sponsorship slots are filled. However, applications can be accepted after August 4 (Tue), 2020 for Platinum/Gold and after August 8 (Sat), 2020 for Silver, in the event that sponsorship slots still open.
4. Office shall not disclose any reasons pertaining to the acceptance of sponsors.
5. This Contract shall commence the day Office approves the sponsorship application until the last day of Event.
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 Sponsor is required to follow any such instructions.

Article 4 (Sponsorship Eligibility)

Companies eligible for sponsorship shall be limited to companies 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 Sponsorship 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. Products (includes merchandise) for exhibition in Event's Amazon 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, marketing of products in Event's Amazon Special Site Page shall be limited to gaming software, related products, services and related goods for consumer use,
3. Sponsors shall not be allowed to sell or conduct online exhibits for products that are not handled by them.

Article 6 (Sponsorship Types and Rates)

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

Tokyo Game Show 2020 Online Sponsorship Contract (3)

Article 7 (Payment of Sponsorship Fees)

1. After receiving an invoice issued by Office, Sponsors shall be required to pay the sponsorship 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 sponsorship fee payment is overdue, Sponsor 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 Sponsor.

Article 8 (Cancellation of Application)

In the event that Sponsor wishes to terminate this Contract, Sponsor shall send a written notice of termination to Office, bearing the name of Sponsor, name or signature of representative, company seal, name/address of contact, date of cancellation and reasons for cancellation. The Contract shall be cancelled upon receipt of such termination notice by Office. Cancellation fees are as follows: **【Cancellation Fees】**

- Platinum/Gold Sponsorships: August 4 (Tue), 2020 onwards... 100% of the Sponsorship Fee
- Silver Sponsorship: August 1 (Sat), 2020 onwards... 100% of the Sponsorship Fee

Article 9 (Rejection of Sponsorship Applications)

In the event that any of the following is deemed to apply to Sponsorship Applicant, Office shall have the right to decline said application and send a notice of rejection to the Sponsorship 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) Someone who violates the law, public order and morale
- (3) Someone who may likely damage the dignity of Event or someone who may interfere with correct understanding of Event.
- (4) Someone who is deemed by Organizer or Office to be inappropriate for Event.

Article 10 (Prohibitions)

1. Sponsor 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 "Sponsor Materials").

Tokyo Game Show 2020 Online Sponsorship Contract (4)

- (1) Any criminal act or act that violates the law.
- (2) Acts that infringe third-party intellectual property, portrait rights, privacy rights and honor (including direct and indirect acts that cause infringement such as reverse assembly, reverse compilation and reverse engineering) of Organizer, Office, other sponsors in Event, participating users in Event and other persons,
- (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 communication equipment, computers, other equipment and software owned by Organizer or Office and its usage. Acts that will or may disrupt the operation of such equipment and any other acts that may disturb the operation of Event.
- (6) Any act that is deemed by Organizer or Office to be inappropriate.

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

Article 11 (Responsibility of Sponsor)

1. Sponsor shall sponsor Event at their own risk and shall take full responsibility for their own actions and results pertaining to Event.
2. Sponsor shall own all rights to Sponsor Materials and shall state and guarantee to Organizer and Office that said materials do not infringe the rights of any third party.

Tokyo Game Show 2020 Online Sponsorship Contract (5)

3. In the event that the content or release or broadcast, etc. of Sponsor Materials generate trouble between users or any other third party, Sponsor shall take full responsibility and bear all expenses to resolve said matter and shall not hold Organizer and Office responsible.
4. To sponsor Event, Sponsor 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. Sponsor 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 their usage environment.
5. Sponsor shall manage in good faith, confidential information relating to this Contract, Event, Organizer and Office, and shall not utilize said information for purposes other than fulfilling this Contract. Sponsor shall not leak or disclose said information to third parties.
6. Sponsor 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 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 Sponsor, Office has the right to release said Sponsor from this Contract without any notification.
 - (1) Fails to pay all or part of the sponsorship fee even after the payment deadline
 - (2) Breach of this Contract
 - (3) Acts in a way that leads to credibility loss for Event, Organizer and 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 Sponsor.
2. In the event that Sponsor is released from this Contract due to any of the aforementioned, Sponsor shall not receive any refunds against the sponsorship fee that is already paid, nor will said Sponsor be able to make any claims against Organizer and Office for any damages.
3. Sponsor shall indemnify Organizer or Office for any direct and indirect damages (includes attorney costs) incurred by Sponsor's breach of this Contract or any other actions by said Sponsor.

Tokyo Game Show 2020 Online Sponsorship Contract (6)

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 sponsorship 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 Sponsor 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, riot, civil disturbance, etc.)
- (5) Acts by public authority (including revision and abolition of laws, government 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)
- (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 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 be obligated to Sponsor to remove such defect and implement Event.

2. Organizer and Sponsor shall not provide any guarantee against any third-party site (includes Amazon's EC site) linked to Event's Amazon 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 Special Site Page and shall not be held responsible for damages, and trouble, etc., generated by Event's official site. Sponsor shall read the Terms of Service pertaining to both of the websites and shall receive services at its own discretion.

Tokyo Game Show 2020 Online Sponsorship Contract (7)

3. In the event that damages are incurred on Sponsor or Sponsor 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 sponsorship paid by Sponsor or Sponsor 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. Sponsor shall comply with the Act on the Protection of Personal Information and related laws when acquiring personal data through Event. Particularly, if Sponsor is going to provide personal data to third parties, Sponsor shall obtain approval from the person(s) offering said data. In the event that a dispute arises with the person(s) who provide such personal data, Sponsor 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 Sponsor to exchange details on Event and its operations. Please 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 Sponsor 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, Sponsor shall follow the decision of Organizer and Office. When Organizer and Sponsor deem it necessary, the two parties have the right to modify or make additions in this Contract upon notifying said Sponsor. Organizer and Sponsor have the right to enact and modify regulations herein, in order to implement uninterrupted operations for Show.

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 July 21, 2020

【Contact】

Dentsu Tokyo Game Show Office

E-mail: tgs@dentsu-eo.co.jp

Operating Hours: Weekdays 10:00~18:00

Appendix

Platinum Plan Free Space / Gold Plan Template Space: Module Requirements



Shopping Cart Box

- As an option, the Shopping Cart Box lets you hide product photos, star feedback for evaluation and [Put in Cart] button. You can also make the background transparent for desktops and tablet platforms. However you are not able to hide the product title and prices.
- The Shopping Cart Box enables you to display Teiki Otoku Bin and coupons on advertised products.



Product List/Carousel

- You are required to incorporate 3~20 products in one row, up to five rows.
- In most cases, the campaign landing page will be used to display product groups from the same advertiser. The product list in the campaign landing page will be formatted as a horizontal list. On desktop browsers, the list can be operated with left and right arrows. On mobile and tablet devices, the list can be operated by tapping the screen.

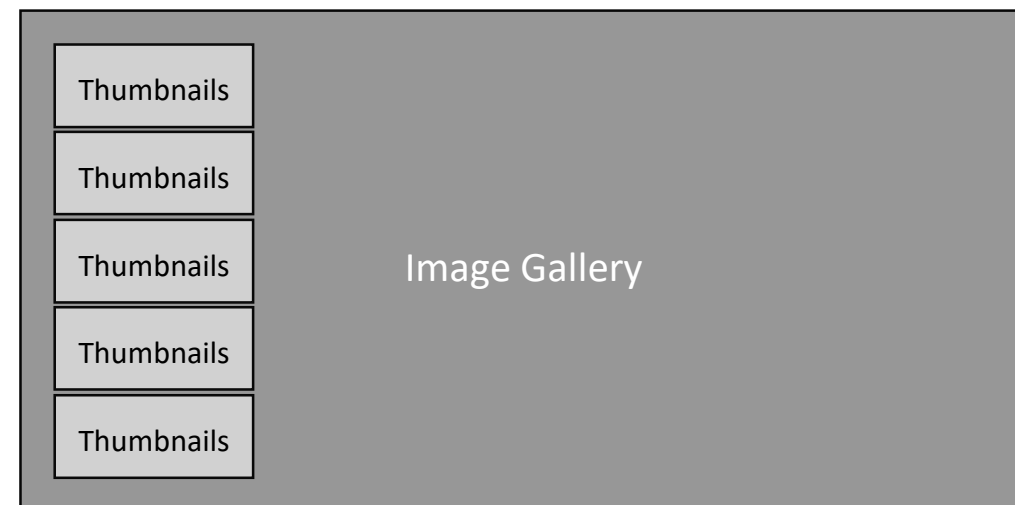
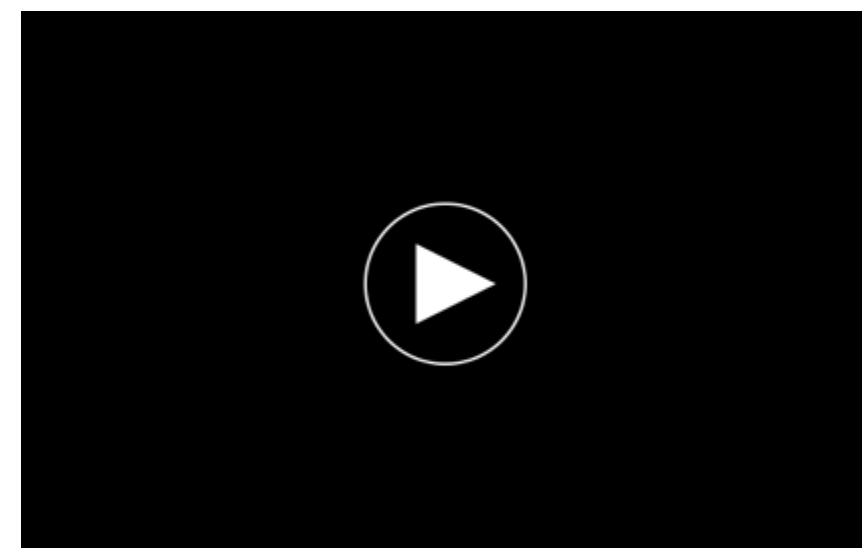


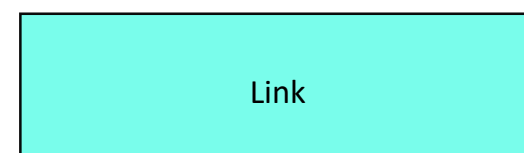
Image Gallery

- You are able to release up to 5 photos in the Image Gallery on the campaign landing page.
- All of the images in the gallery need to be the same size.
- Images in the gallery need to be have 1800 pixels for width (If resolution is double, then it should be 900 pixels), 300 pixels for height (If resolution is double, then it should be 150 pixels) and under 500 kb.



Videos

- Usable video formats will be: .mp4; .m4v; .mov; .mpeg;.avi and.dv
- Resolution for video files must be over 1280 x 720 pixels and size must be under 500MB.
- For video players, the video thumbnails need to have 1280 x 720 pixels.
- Videos require audio and sound.



Linked Images

- For Hero Images, you are able to incorporate other images and link buttons to other pages inside Amazon.com.