

TOKYO GAME SHOW 2021

ONLINE

Guide To
Advertisement & Sponsorship



TOKYO GAME SHOW 2021 ONLINE (TGS2021 ONLINE) will be holding for four days from September 30 (Thu.) to October 3 (Sun.).

During the exhibition period, various companies and organizations in the gaming industry, from console, major publishers to indie game developers, will unveil the latest updates including the release of new titles and services via the official TGS channel, originally-created streaming programs, videos and websites.

TGS2021 ONLINE offers various advertising opportunities through online advertising and offline (physical) advertising in terms of promoting your products and services to our audience as well.

TOKYO GAME SHOW 2021 Online

[Period] September 30 (Thu.) – October 3 (Sun.), 2021

※September 29(Wed.) will be online business matching ONLY.

[Website] <https://tgs.cesa.or.jp/en>



Online Ads

(Official Web / Twitter)

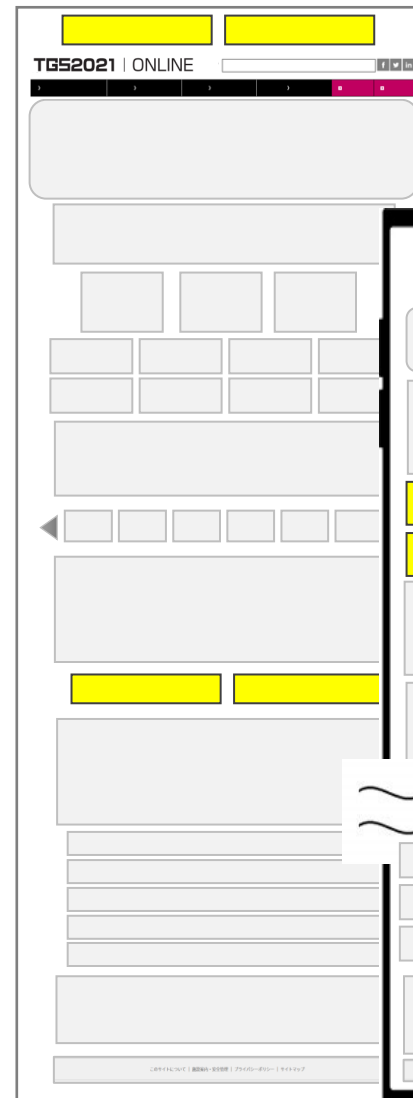
Rotation Banner

Rate : JPY **660,000**/banner

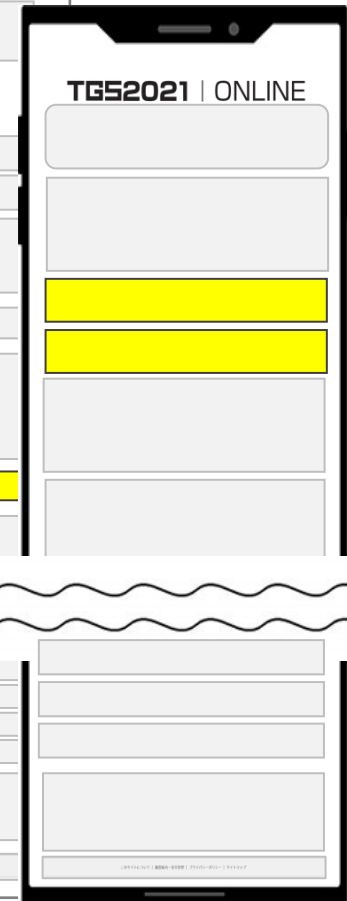
- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 4 Slots Display (PC)
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:
September 1 through December 20, 2021
(planned)
- Size: W520 ×H100 Pixels

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

PC



Smartphone



*Image

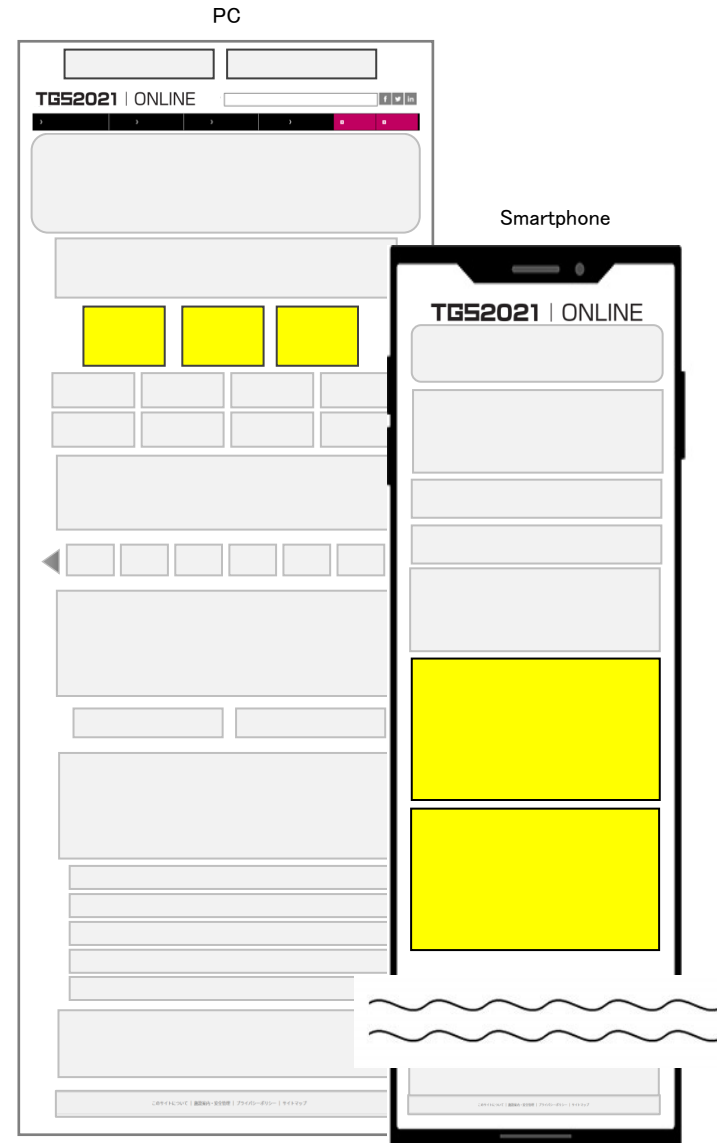
Rectangle Banner

Rate : JPY**550,000**/Banner

- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 3 Slots Display (PC)
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:
September 1 through December 20, 2021
(planned)
- Size: Width 300 × Height 250 Pixels

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

*Image



▶The video ad will launch to play when the viewer scrolls to the designated location. Audio can also be played by mouse over or by clicking.

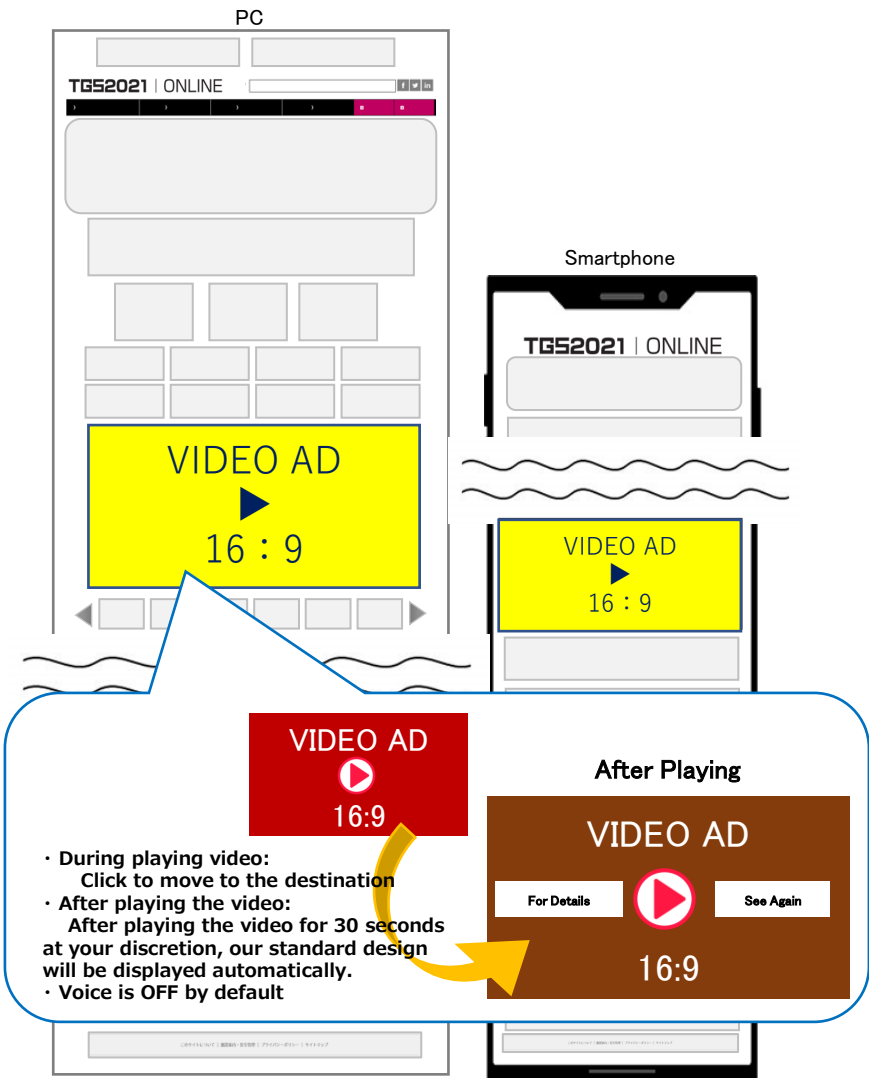
Video Advertisement

Rate : JPY 1,100,000

- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 1
- Expression Format:

Displays in a 16:9 (4: 3 is not supported) within the maximum 640 x 360 pixels display area. After playing the video for up to 30 seconds, the default design by Management Office will be displayed automatically.
- Running Period September 1 through December 20, 2021 (planned)
- Guarantee: Fixed Period
- File Format MP4 (Recommended) , MOV
- File Size Up to 4 MB (Recommended)
- ※Contact OMO if the file size exceeds 4MB.

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.
※Frequency control may be implemented according to regulations.
※Audio will only be played when the viewer clicked the speaker button in the video ad.
※Depending on the content of the video, the website may refuse to post it.
※Specified design will be automatically displayed on the screen after playback is completed.



TGS Selection (Image+Text)

Rate : JPY 220,000

- Posting: Top Page ONLY (PC・Mobile)
 - Offering Units: 5
 - Expression: Rotation
 - Guarantee: Fixed Period
 - Running Period:
September 1 through December 20, 2021 (planned)
 - Size
 - [PC] Image: W100 × H100 Pixels (50KB or less)
※Text can not be included.
Text: Within 20 words
 - [Mobile] Image: W60 × H60 Pixels (50KB or less)
※Text can not be included.
Text: Within 20 words
- ※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.

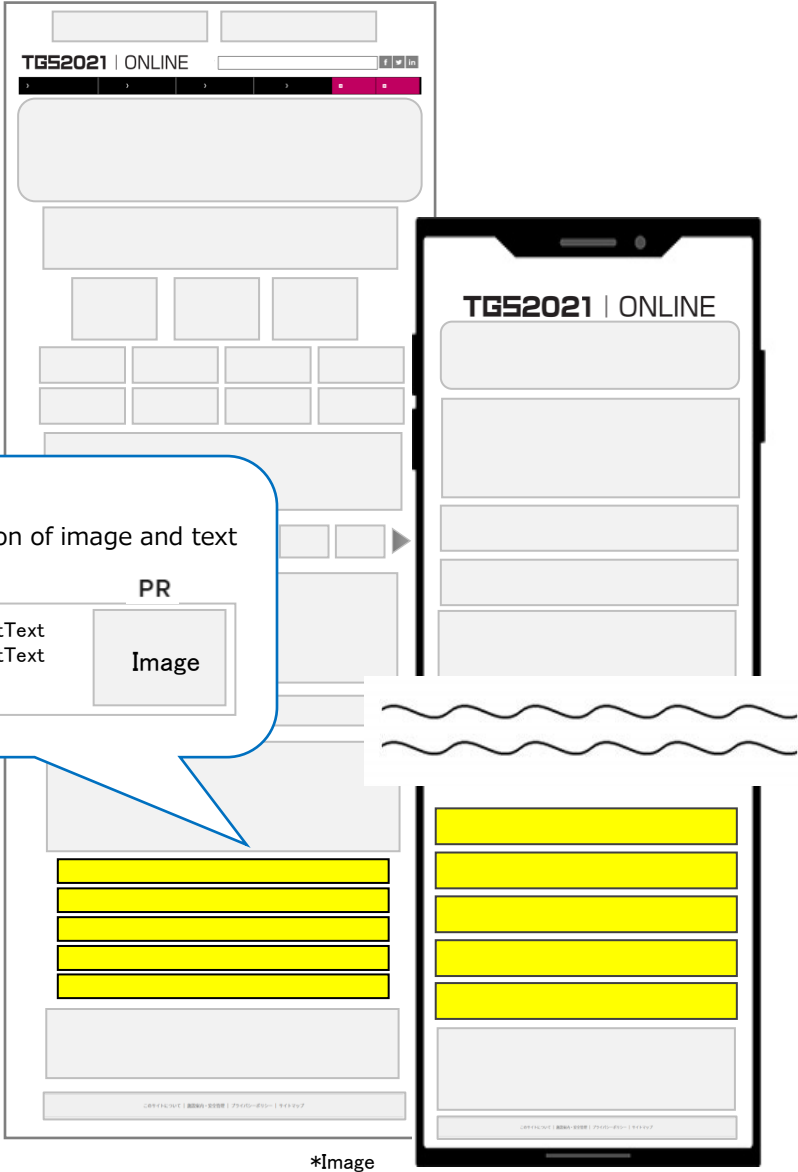
●Placement Image
This menu is combination of image and text

TGS Selection

PR

TextTextTextTextTextTextText
TextTextTextTextTextTextText
Exhibitor ●●●●

Image



Category Banner

Rate : JPY 330,000

- Posting: Exhibitors List and Title List
- Offering Units: 8
- Expression: Rotation with 4 Slots (PC/Mobile)
- Guarantee: Fixed Period
- Running Period: September 1 through December 20, 2021 (planned)
- Size 【PC】: W305 × H210 Pixels (50KB or less)
- Size 【Mobile】: W200 × H140 Pixels (50KB or less)

※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.



▶TGS Business Matching System offers First View menu to enhance the intentions of business meeting through the system.
This menu allows the company/organization to increase the visibilities to show on first view as always.

TGS Business Matching System First View

Rate : JPY **330,000** (per slot)

- Posting TGS Business Matching System TOP Page
- Target BtoB Service Providers, Game Developers
- Offering Units: 2
- Running Period :
August 17 through October 29, 2021
(planned)

※The above price is tax inclusive.

※The company profile, intentions for business meeting and other contents within company description can be updated on TGS Business Matching System at any time.



*Image

※September 29(Wed.) will be online business matching ONLY.

Notes for Application and Data Submission ①

Notes for Application (Online Advertisement)

- Applications will be accepted by first-come, first-serve basis. Check OMO for the availabilities.
 - All the contents of advertisement will be screening prior to the upload.
 - Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2021 ONLINE Governing Rule". Please agree to the "Terms and Conditions" on the rule prior to the application submissions.
 - Banner advertisement is guaranteed for a fixed period. Click rate and imp number are not guaranteed. (even the data of viewership are not disclosed.)
 - Please submit your documents no later than 7 business days prior to closing date.
- *The advertisement start time is midnight on the start day of the advertisement. If there is an improper placement with the display, it will be handled during business hours. TGS Management Office will not be responsible for any deficiencies in advertising during this period.

■ Data Submission

[Necessary Data File Format]

- ① GIF、JPEG、PNG file ONLY
- ② Link-up URL (1 link only)
- ③ 【TGS Selection】 Text file edited by text editor

※ Please send the form by email to the TGS Overseas Management Office (OMO)
with tgs@conge.co.jp

Notes for Material Productions (Online Advertisement)

Banner Ad Material, Image File

- Any materials have to obey on Computer Entertainment Software Ethic Rule (cesa.or.jp/guideline/ethics.html) .
- Be sure to upload the linked site (landing page) by the day before the launching date.
- In case the advertisement contents are similar to the design (title, navigation, link button, etc.) on TGS ONLINE site, which causes misunderstanding by users, TGS Management Office may be asking to correct the design.
- When the background is white, as a general rule, attach an outer frame. If the boundary between the advertisement and the site is unclear, the Management Office may ask you to correct.

Text Material

- Please be noted that some texts have prohibited to use.
Contact to OMO for details.

Twitter – TGS Official Exhibitor Program **Boosting Plan** ①

Promoting Your TGS Official Exhibitor Program through Twitter!

With the cooperation of Twitter Japan, TGS2021 ONLINE provides boosting plan to increase the number of live viewership of TGS Official Exhibitor Program distributed from TOKYO GAME SHOW Twitter official account. It is possible to widely promote your TGS Official Exhibitor Program to target users.

【Outline】 *As of April 27

Distribution Handling : TGS Official Twitter (@tokyo_game_show)
Or Advertiser's Account

Applicable Contents : TGS Official Exhibitor Program

Ad. Format : Promotional Live Video (Production-based Sponsorship)

Production Unit : 1 (Live Video)

Distribution Time : Depends on TGS Official Exhibitor Program
Time Slots

※This plan is intended to promote TGS Official Exhibitor Program live coverage.

※This plan is only limited to exhibitors of TGS Official Exhibitor Program.

※ The sponsorship fee below is the minimum amount to be posted, so it can be flexibly adapted to your budget.

※**This advertising plan will be accepted by Twitter Ad Authorized Agencies.**

Advertising Fee *Commission Included

JPY 3,300,000 (tax inclusive)



Note for Sponsorship Advertisers:

1. After IO is signed and work is in production, we cannot accept cancellations.
2. Value of IO must be fully served within 3 months. (It can change depending on talent).
Please contact us for more than 3 months delivery.
3. Creatives not created by sponsorship cannot be used within the same campaign.
4. Application deadlines are in accordance with the rules of our agents.
5. Please contact Twitter sales team if you have questions about this sponsorship ad.

Note for Advertising Agencies:

1. The following advertising products are not eligible for sponsorship advertising.
A) Promoted accounts, B) Amplify Pre-roll (IVA) C) First View, D) Promo Trends, E) Spotlight
2. Please include the correct package name when you order the sponsorship ad package.
3. Cannot use reach & frequency in this plan.
4. Value of IO must be fully served
5. When promoting third-party tweets, please include "#PR" in the text.
6. Distribution to TAP is not allowed.
(Please make sure to remove the TAP check box from the distribution destination)

- *IO : Insertion Order (The number assigned to each project when ordering a Twitter ad)
- *TAP : Twitter Audience Platform
- *TBM: Twitter Business Manager

Venue Ads

(Makuhari Messe)

INDOOR ADS

All the design data must include: **Exhibition Hall 7-8** **TOKYO GAME SHOW 2021 ONLINE** logo on the submission data.

Application Deadline: August 6(Fri) Material Submission Deadline: August 25(Wed)

International Exhibition Hall

**TOKYO
GAME SHOW
2021
ONLINE**

Hall 8

Hall 7

Hall 6

Hall 5

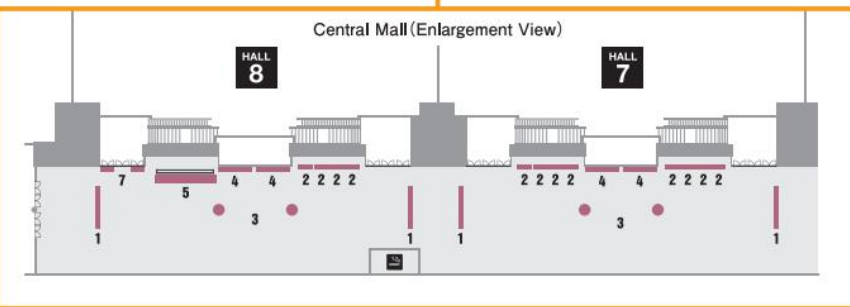


Contact OMO
about customizing
or other advertising
options.

Central Mall (Enlargement View)

HALL 8

HALL 7

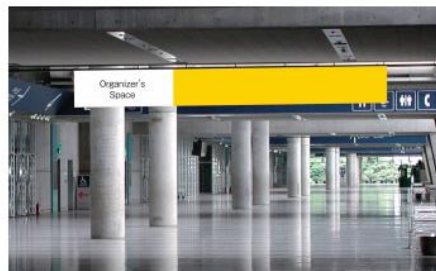


1 Central Mall Banner

Renewal

[Advertising Specifications]

- Material: Fabric
- Size: W5000mm × H900mm (Both Sides)
- Finish: Data Output
- Location: Central Mall



JPY 495,000 per unit

Purchase Unit: 1 Sheet (Both Sides) / 1 Unit
Offering Unit: 4 Units

2 Central Mall Self-Standing Banner

NEW

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm × H1800mm
- Finish: Data Output
- Location: Central Mall

※Note: Eyelid processing is included
in the range of 50mm from the outside.



JPY 440,000 per unit

Purchase Unit: 1 Sheet / 1 Unit
Offering Unit: 12 Units (Max Connection: 4)

3 Central Mall Column Covered Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2500mm × H1800mm
- Finish: Data Output
- Location: Central Mall



JPY 352,000 per unit

Purchase Unit: 2 Sheet / 1 Unit
Offering Unit: 2 Units

4 Central Mall Glass Wall Banner

Hall 7-8

Renewal

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W5100mm × H2400mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY 935,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 4 Units

5 Visitor Reception Front Rubber Mat

NEW

[Advertising Specifications]

- Material: Rubber Mat Output
- Size: Contact OMO for details
- Finish: Data Output
- Location: Visitor Reception at Hall 8



JPY 880,000 per unit

Purchase Unit: 1 Sheet / 1 Unit
Offering Unit: 1 Unit

6 Ad-Wall

Location is decided upon consultation

[Advertising Specifications]

- Material: Output Sheet
- Size: W960mm × H2700mm (4 Sides)
- Finish: Data Output
- Location: Entrance Gate at Hall 8



[Options]

- With Catalog Pockets
 - Catalog Pockets Per Side
 - Additional Fee: JPY 33,000 per side
- With Display Monitor
 - 45-inch display monitor with speaker
 - Additional Fee: JPY 220,000 per side

JPY 440,000 per unit

Purchase Unit: Wall (4 Sides) / 1 Unit
Offering Unit: 4 Units



7 Entrance Banner

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W2150mm × H1150mm
- Finish: Data Output
- Location: Entrance Gate at Hall 8



JPY 880,000 per unit

Purchase Unit: 2 Sheet / 1 Unit
Offering Unit: 1 Unit



17 Arched Banner (International Conference Hall)

[Advertising Specifications]

- Material: Fabric
- Size: W900mm x H2100mm
- Finish: Data Output
- Location: Central Entrance Plaza

All the design data must include:

Exhibition Hall 7-8 TOKYO GAME SHOW 2021 ONLINE logo
on the submission data.

JPY 550,000 per unit

Purchase Unit: 4 Boards/1 Unit
Offering Unit: 1 Unit



18 Plaza Billboard Banner

[Advertising Specifications]

- Material: Fabric
- Size: W6800mm x H3200mm
- Finish: Data Output
- Location: Central Entrance Plaza

*Note: Eyedot processing is included in the range of 50mm from the outside.

All the design data must include:

Exhibition Hall 7-8 TOKYO GAME SHOW 2021 ONLINE logo
on the submission data.

JPY 770,000 per unit

Purchase Unit: 1 Sheet/1 Unit
Offering Unit: 1 Unit



Notes for Data Submission

- All the design data must include the logo of TOKYO GAME SHOW 2021 ONLINE. TOKYO GAME SHOW 2021 ONLINE logo data can be downloaded from exhibitor's website.
<https://nkbp.jp/2Qy3kXv>

TOKYO GAME SHOW 2021 | ONLINE

東京ゲームショウ2021 | オンライン

TGS2021 | ONLINE

TOKYO
GAME SHOW
2021
ONLINE

TOKYO
GAME SHOW
2021
ONLINE

TOKYO
GAME SHOW
2021
ONLINE

TOKYO GAME SHOW
2021
ONLINE

TGS2021
ONLINE

- No color proof will be available for approval. Finalized data should be submitted by the deadline. (Please add software application information such as application name, version, and operating system and submit until the closing date.)
- All materials must be sent with color proof.
(TGS Management Office is not responsible for troubles such as output errors when the output sample is not attached.)
- The minimum resolutions for photography in the ads is 75 dpi. Higher resolutions are highly recommended.
- Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- Actual scale size is recommended to submit for ads that are included burring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- Production, posting and placement fees are included in the advertising fee. However, production costs will be charged separately in the case of a special image processing.
- All advertising contents are limited to TOKYO GAME SHOW.
- Actual advertising specification might be subject to change from the one on AD menu.
- Additional material production fee will be charged if the deadline passed.

To Contact/ To Inquiry
TOKYO GAME SHOW Overseas Management Office(OMO)
Email: tgs@congre.co.jp

Special Sponsorship Program

TGS2021 ONLINE is calling sponsorship programs with **a wide range of non-exhibitors (other than game-related companies)**. The special sponsorship program eliminates competitors by category.

※Contact OMO for customized sponsorship upon availabilities.

Special Sponsorship Program ①

Large Logo on TGS2021 ONLINE

Logo Placement on:

- TGS Official Website
- Floor Map Signage
- Official Guidebook at Venue

Logo Placement as Special Sponsor

Special Sponsorship Program ②

Logo on TGS Official Program Background

Logo on Backboard on Following Organizer's Program:

- Opening Program / Wrap-up Program
- Official Organizer Program (3 Programs)

Special Sponsorship Program ③

Providing Physical Exhibition Space

Offering 4-Booth Units at Trial Play & Exhibition Area for Press & Influencers

Special Sponsorship Program

Fee : JPY **6,600,000** (tax inclusive)

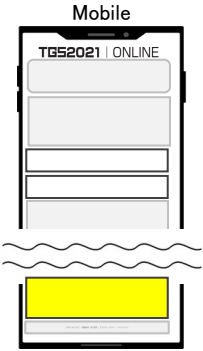
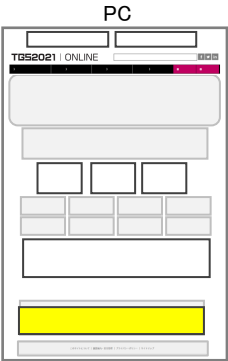
Specific Image of TGS Special Sponsorship Program As Follows:

Special Sponsorship Program ①

Logo (Large-scale) on TGS2021 ONLINE

Logo as TGS Special Sponsorship on TGS Top Page

- Posting: Top Page ONLY (PC・Mobile)
 - Guarantee: Fixed Period
 - Running Period: September 1 through December 20, 2021 (planned)
 - Submission Size To Be Announced
 - Placement Order: Order of the Japanese syllabary
- ※The advertising rates, offering units, and formats are subject to change without prior notice.
※The above price is tax inclusive.
※Non exhibitors can also apply for this menu.



Special Sponsorship Program ②

Logo on TGS Official Program Background

- Logo on Backboard on Following Organizer's Program:
- Opening Program / Wrap-up Program
 - Official Organizer Program (3 Programs)

※Sponsor's logo will be placed yellow area on the right picture. (Multiple company logos will be posted.)



Special Sponsorship Program ③

Physical Exhibition Space With 4-Booth Units

Location: Makuhari Messe Hall 7/8



TGS Forum Sponsorship Seminar

TGS Forum **Sponsorship Seminar**①

Application Deadline: July 16 (Fri)

Provides opportunities on exhibitor's products, services, technologies.

(Pre-recorded Basis)

TOKYO GAME SHOW 2021 Online provides exhibitor's presentation opportunity to enhance their products, service, technologies, etc. to industry's stakeholders on TGS Business Matching System.

The "**TGS Forum Sponsorship Seminar**" (pre-recorded basis) on TGS Business Matching System will be sponsored seminar program as part of "TGS Forum Special Session" focusing on the latest trends and business scheme in the video game industry.

■ **Broadcasting Date : Sep.30 (Thu) or Oct.1(Fri.)**

※ Select the time slot prepared by Management Office. It's first-come, first-serve basis.

■ **Broadcasting** : Virtual Live at TGS Business Matching System + Re-Broadcasting + Archive (On-Demand)

※Submit the pre-recorded video file to TGS Management Office with a complete package.

[Closing Date of Data Submission : August 31 (Tue.)]

■ **Supplemental Services**

- ① Announcement of seminar, recruitment of viewers (e-DM, Web, etc.)
- ② Viewer list (providing viewer's personal information to a third party)

* Please comply and obey with the privacy policy established by Nikkei BP when providing the list.

* The contents of personal information provided by a third party are as follows. (* "Work title" is an optional item)

- **Name, email address, work name, work address, work phone number, work department / affiliation, work title**
- In order to include the archive viewing data, **Management Office will hand over the viewer list data up to October 10**
- **in a secure manner on the afternoon of October 18 (Monday).**

Sponsorship Fee

JPY 550,000 (tax inclusive)

／ 1 slot 30 minutes

※Offered Slots : 10

※Re-broadcasting: 2 days after first broadcasting day

※Archive: Until October 11 after all the seminar
broadcasted on October 1(On-demand Archive)

<How To Apply>

①Contact OMO for available slot.

②Send Application Form to OMO

※This sponsored seminar will only be available to offer
TGS2021 Online exhibitors.

TGS Forum Sponsorship Seminar^②

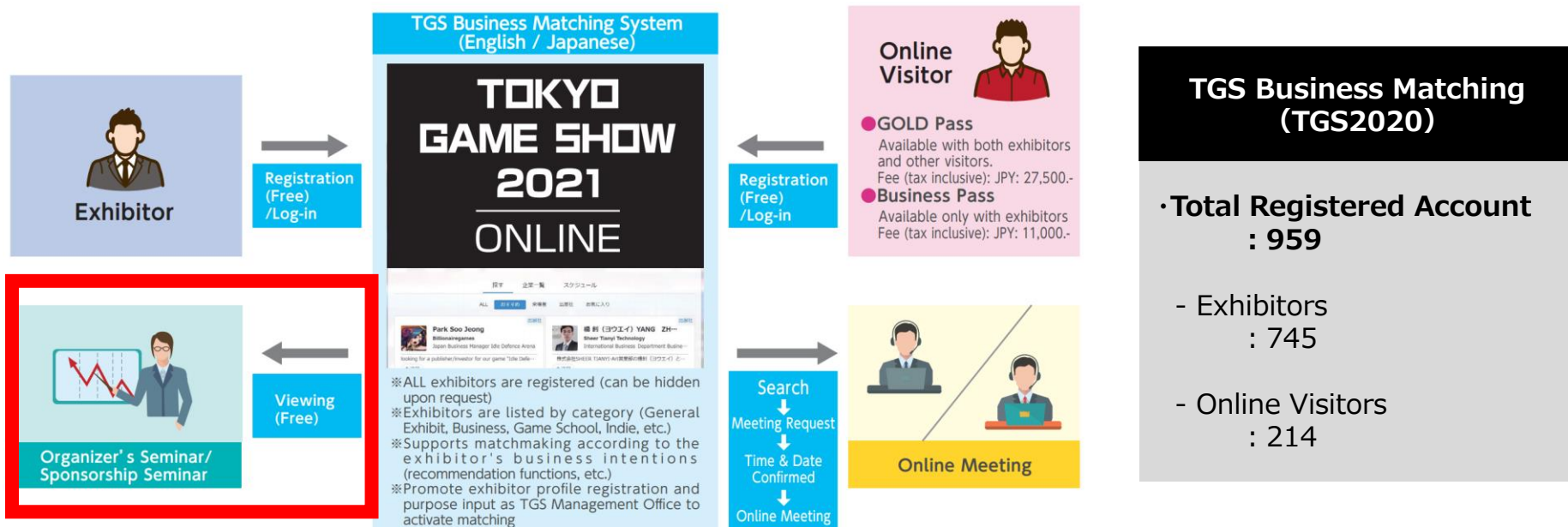
Application Deadline: July 16 (Fri)

■ Optional Services (additional fee-charged)

Simultaneous Interpretation Service...Japanese interpretation service will be available.

: JPY 330,000.- (tax inclusive)

Sponsorship Seminar will be watched by TGS Business Matching System users who utilize the system for BtoB usage on TGS.



TGS Forum Sponsorship Seminar③

(Available Slots: 10)

■ Seminar Time Slot

		10:00am~	11:00am~	12:00pm~	1:00pm~	2:00pm~	3:00pm~	4:00pm~
Sep 30 (Thu)	Channel 1 (Initial)	Organizer Seminar					Organizer Seminar	
	Channel 2		Sponsorship Seminar①	Sponsorship Seminar②	Sponsorship Seminar③	Sponsorship Seminar④	Sponsorship Seminar⑤	
Oct 1 (Fri)	Channel 1 (Initial)	Organizer Seminar					Organizer Seminar	
	Channel 2		Sponsorship Seminar⑥	Sponsorship Seminar⑦	Sponsorship Seminar⑧	Sponsorship Seminar⑨	Sponsorship Seminar⑩	
Oct 2 (Sat)	Channel 1 (Initial) Re-Broadcasting from Sep.30	Organizer Seminar (Re-Broadcasting)					Organizer Seminar (Re-Broadcasting)	
	Channel 2 Re-Broadcasting from Sep.30		Sponsorship Seminar①	Sponsorship Seminar②	Sponsorship Seminar③	Sponsorship Seminar④	Sponsorship Seminar⑤	
Oct 3 (Sun)	Channel 1 (Initial) Re-Broadcasting from Oct.1	Organizer Seminar (Re-Broadcasting)					Organizer Seminar (Re-Broadcasting)	
	Channel 2 Re-Broadcasting from Oct.1		Sponsorship Seminar⑥	Sponsorship Seminar⑦	Sponsorship Seminar⑧	Sponsorship Seminar⑨	Sponsorship Seminar⑩	

Exhibitor will select the time slot on first-come, first-served basis from the available Sponsorship Seminar slots below

(10 slots / red frame in the above timetable).

① : September 30 (Thu) 10:50~11:20 ② : September 30 (Thu) 11:30~12:00 ③ : September 30 (Thu) 13:00~13:30

④ : September 30 (Thu) 13:40~14:10 ⑤ : September 30 (Thu) 14:20~14:50

⑥ : October 1 (Fri) 10:50~11:20 ⑦ : October 1 (Fri) 11:30~12:00 ⑧ : October 1 (Fri) 13:00~13:30

⑨ : October 1 (Fri) 13:40~14:10 ⑩ : October 1 (Fri) 14:20~14:50

* After the broadcasting ends on October 1st (Friday), all seminars will be archived until October 10 (Sunday) so that every participants on TGS Business Matching System can be viewed on demand.

* On October 2nd (Sat) and 3rd (Sun) after the archive, the seminars will be broadcasting on September 30th (Thursday) and October 1st (Friday) will be re-broadcasted to increase the views.

* A viewer list will be provided to a third party consents for all initial distribution, redistribution, and on-demand distribution.

TGS Forum Sponsorship Seminar④ Viewing Method



Channel 1 (Initial)

Default: Channel 1 will be appearing.

- Channel 1: Organizer's Seminar
- During the time when the sponsorship seminar is distributed on channel 2, Channel 1 guides the sponsorship seminar. At the same time, Channel 1 will be messaging to the viewer's consents of privacy information to the third party.

- Channel 1 is also broadcasting TGS Business Matching System information and related information including TGS Forum Seminars, and video commercial message (See next page for details.).

Channel 2

"Channel 2" will be appearing from pull-down menu on TGS Business Matching System top page.

- Channel 2: Sponsorship Seminar
- Every viewers will be asked for permission of privacy information to the third party consent prior to viewing the seminars.

Application Deadline: July 30 (Fri)

Promotional videos of sponsors will be distributed during the time period before and after the seminar at the TGS Forum (BLUE area below).
(30 Seconds)

		1'		2'		3'		4'		5'		6'		7'		8'		9'		10'	
		30	60	90	120	150	180	210	240	270	300	330	360	390	420	450	480	510	540	570	600
Channel 1 (Initial)	B	T	N	C	C	C	C	C	B	T	N	C	C	C	C	C	B	T	N	T	
	i	o	e	o	o	o	o	o	i	o	e	o	o	o	o	o	i	o	e	G	
	z	d	x	m	m	m	m	m	z	d	x	m	m	m	m	m	z	d	x	S	
		a	t							a	t							a	t		
	M	y		e	e	e	e	e	M	y		e	e	e	e	e	M	y		A	
Channel 2	a	s	S	r	r	r	r	r	a	s	S	r	r	r	r	r	a	s	S	t	
	t		c	c	c	c	c	c			e	c	c	c	c	c			e	t	
	c	S	m	i	i	i	i	i	c	S	m	i	i	i	i	i	c	S	m	a	
	h	e	i	a	a	a	a	a	h	e	i	a	a	a	a	a	h	e	i	c	
	i	n	n	l	l	l	l	l	i	n	n	l	l	l	l	l	i	n	n	k	
	n	i	a	1	2	3	4	5	n	i	a	1	2	3	4	5	n	i	a		
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		a								a								a		i	
	I	r	I						I	r	I						I	r	I	d	
	n		n						n		n						n		n	e	
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	o		o						o		o						o		o		

- Delivering Promotional Video (30 seconds) before and after the seminar time (channels 1 and 2 delivered at the same time).
- 9 delivery time frames. Delivered twice within one frame. (Delivered 18 times a day, 72 times in total for 4 days)
- Deliver video data to the secretariat in a complete package (Data format: MP4)
- The content of the organizer's announcement (white background in the table on the left) is subject to change.

【Closing Date of Data Submission : August 31 (Tue.)】

(Tax Inclusive)

※Offered Slots : 5

①Contact OMO for available slot.
②Send Application Form to OMO
※This commercial slot will only be available to offer TGS2021 Online exhibitors.

To Contact

**TGS Overseas Management Office
(OMO)**
【E-mail】

tgs@congre.co.jp

For Mainland China:

c/o Shanghai Lizhi Business Information Consulting Service Center

Phone: +86-156-9213-4311

E-mail : xue.hui@rich-event.link

WeChat: xuehui481765

For Taiwan:

c/o Service Industry Promotion Center, Taiwan External Trade
Development Council (TAITRA)

Phone: +886-2-2725-5200 ext 1942

E-mail : georgechou@taitra.org.tw

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

TGS2021 ONLINE Advertising & Sponsorship Application Form

※Please send the form by email to the TGS Overseas Management Office (OMO). Email: tgs@congre.co.jp
The application will be accepted on a first-come, first-serve basis.

Company/Organization Name :

Invoice Company Name :	Division/Dept. :	Name :
Address :		
TEL :	E-mail :	

Online Ads	Rotation Banner	1 banner	¥660,000		
	Rectangle Banner	1 banner	¥550,000		
	Video Advertisement	1 slot 30 seconds	¥1,100,000		
	TGS Selection (Image+Text)	1 Slot	¥220,000		
	Category Banner	1 Slot	¥330,000		
	TGS Business Matching System First View	1 per slot	¥330,000		
INDOOR ADS	Central Mall Banner	1 Sheet (Both Size)	¥495,000		
	Central Mall Self-Standing Banner	1 Sheet (Both Size)	¥440,000		
	Central Mall Column Covered Banner	2 Sheet	¥352,000		
	Central Mall Glass Wall Banner	1 Board	¥935,000		
	Visitor Reception Front Rubber Mat	1 Sheet	¥880,000		
	Ad-Wall	1 Wall (4 Sides)	¥440,000		
	Entrance Banner	2 Sheet	¥880,000		
EXHIBITION HALL ADS	2nd Floor Gate Lobby Banner	1 Sheet	¥1,100,000		
	Escalator Banner (Glass Side)	28 Sheet	¥880,000		
	Floor Sheet Banner	1 Square Meter	¥55,000		
	Floor Map Side Banner	2 Sheet	¥660,000		
	Official Guidebook Distribution Post Banner	1 Sheet	¥660,000		
	2nd Floor Balcony Banner	2 Sheet	¥440,000		
	Exhibition Hall Self-Standing Banner	1 Sheet	¥880,000		
	Exhibition Hall Hanging Banner	1 Sheet (Single Side)	¥605,000		
	Wall Advertisement	4 Sheet	¥440,000		
OUTDOOR ADS	Arched Banner (International Conference Hall)	4 Boards	¥550,000		
	Plaza Billboard Banner	1 Sheet	¥770,000		
Special Sponsorship Program	Special Sponsorship Program		¥6,600,000		
TGS Forum Sponsorship Seminar	Sponsorship Seminar	1 slot 30 minutes	¥550,000		
	Option/Pre-Recording Service		¥330,000		
	Option/Simultaneous Interpretation Service		¥330,000		
	TGS Business Matching System Commercial Video	1 Slot	¥220,000		

Invoicing Price (Total)	
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Note for payment:

- ※Upon receiving the application form, the OMO will send the confirmation. The date will be set as contract completion date.
- ※Upon receiving the application form, the OMO will issue an invoice. Handling charge (JPY 3,000) will be added to the advertising and sponsorship fee as administrative procedures. Please settle the payment by the deadline on the invoice.
- ※The full application amount will be charged if you cancel after the contract completion date.