

TOKYO GAME SHOW 2022

**Ideal Presentation Opportunities To Promote Your
Product, Service, and Technologies !**

TGS Forum Sponsorship Session

Guide

TGS Management Office

TOKYO GAME SHOW 2022 will be seeking sponsored speakers for "**TGS Forum Sponsorship Session**" (hereinafter referred to as "Sponsorship Session"), which will allow exhibitors to present their products, services and technologies to industry professionals.

This session will be held on the second day of the Business Day (September 16), and will include sponsorship slots as part of the "**TGS Forum Special Session**", a seminar focusing on the latest trends and business developments in the game industry.

The seminar will be held in a conference room at the International Conference Hall at Makuhari Messe, the same location as the Business Meeting Area. On-demand plans are also available for online exhibitors to distribute seminar videos.

Hope you will make use of this as a means of business matching and promotions.

Real Venue Session

(See Next Page)

■ **Date** September 16 (Fri.)

※Planned (Second Business Day)

■ Venue

International Conference Hall (2nd, 3rd Floor)
Makuhari Messe



Sponsorship Session Real (In-Person) Venue

The venue is adjacent location where Business Meeting Area, Business Lounge, and other business meeting Location will be installing.

■ Menu for REAL Venue Sessions

Two types of real venue session slots are available, with different number of seats and session length.

Regular Session <R>	Short Session <S>
<ul style="list-style-type: none"> ■ Time / Fee 60 min./JPY1,320,000 (tax incl.) ■ Venue Capacity 120 pax ■ 100 TGS2022 Business Day Invitation Tickets 	<ul style="list-style-type: none"> ■ Time / Fee 30 min. /JPY 880,000 (tax incl.) ■ Venue Capacity 60 pax ■ 50 TGS2022 Business Day Invitation Tickets

Note : "Real Venue Session" is a menu for real exhibitors at TGS2022.

Exhibitors are required to exhibit at booths or to exhibit at Business Meeting Area to apply the session.

■ <R> <S> Inclusive Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
 2. Put sponsored company logo on TGS Forum Program (advertisement, signboard, website)
 3. Registration service for attendees (pre-registration, issuing session tickets, on-site registration)
 4. Online Streaming (Live / Archive) ※Archive distribution will be September 17 (Sat.) through September 30 (Fri.)
*Recorded archive data will be supplied to sponsored companies.
 5. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
 6. Provide list of attendees
*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon 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 organizer does NOT guarantee the number of attendees.
 - TGS Forum Sponsorship Session does NOT include translation service. Both simultaneous and consecutive translation service will be available upon request for a fee. Please ask OMO for more details.
 - Session time, slot, and venue location are subject to change.

■ Speaking Slots (planned)

Time slots can be selected on a first-come, first-served basis from the following session slots. If you wish to use multiple sessions in a row, please contact OMO for customization.

■ Session Schedule (planned) <R> Regular Session (60 min.) 、 <S> Short Session (30 min.)

	10am	11am	12	1pm	2pm	3pm	4pm	5pm
Regular Pax: 120		Organizers Session		R1	R2	R3		
Short Pax: 60		Organizers Session		S1	S2	S3	S4	

Regular Session Image (120 pax)



Short Session Image (60 pax)



※ The above photo is an image. The actual venue will have a layout with more space between seats.

TGS2022 provides a menu of online sessions where exhibitors' seminar videos can be viewed on demand.

Online Session

■ Time / Sponsorship Fee **30 min. / JPY 550,000 (tax incl.)**

- The seminar videos will be available on demand.
- Online Sessions will be available to Business Day registrants and exhibitors.
- Only exhibitors can be sponsored the online session.
- The seminar video should be pre-recorded and deliver with a complete package.
- The seminar video must be **shorter than 30 minutes** in length.

Online Session Period: September 15 (Thu.) through 30 (Fri.)

■ Supplemental Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
2. Put sponsored company logo (one) on TGS Forum Program (advertisement, signboard, website)
3. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
4. Provide list of attendees




*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon 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, E-mail address, Company name, Division / Dept., Company address, company phone number

Run video ads before the start of the organizer's session (2 slots) and before the start of the company's session.

Video advertisements will be distributed (within 30 seconds) to the audience in the venue and online before the start of the sponsor's session. For example, if the R1 sponsor implements a video ad, it will be distributed in the three locations in red below, including before the start of its own session.

	10am	11am	12	1pm	2pm	3pm	4pm	5pm
Regular 120 pax		 Organizer Session	 R1		R2		R3	
Short 60 pax		 Organizer Session	S1	S2	S3	S4		

[Sponsorship Outline]

- The sponsor's video ad (30 seconds or less) will be distributed before the start of the sponsorship session (2 times).
※ For sponsors of sponsorship sessions, the ad can also be shown before their own session.
- The video ad will be played before the start of the seminar not only online but also in the seminar venue.
※ For sponsorship session sponsors, the video ad can be played before their own session.
- Video data should be submitted to OMO as pre-recorded package. (Data Format : MP4)
- **[Pre-Recorded Data Closing Date : August 31 (Wed.)]**

Sponsorship Fee

JPY220,000 (tax incl.)

※Calling Slots : 3

<To Apply>

Please contact OMO to confirm the availability of slots before applying.

※Participation in this project is limited to exhibitors at the real venue or online exhibitors.

※If more than one company applies, the order of delivery of video ads will be in the order of application receipt.

- **YMTC and its gaming SSD product PC005 Active with Xtacking® 3D NAND technology**
(Sponsored by : YANGTZE MEMORY TECHNOLOGIES)
- **How to Go Big & Go Local with Instagram**
(Sponsored by : Facebook)
- **Think Gaming, Think Pangle: Monetize with TikTok For Business Demand and Grow Users with High IAP Impact**
(Sponsored by : Pangle)
- **The Middle East's Gaming Boom**
(Sponsored by : Bahrain Economic Development Board)
- **Data Driven Cutting Edge! What marketing strategies are now required to create hit titles?**
(Sponsored by : Repro)
- **Your Gateway to Middle East and North Africa (NEMA)**
(Sponsored by : DUBAI MEDIA CITY)
- **What are the long-term measures for mobile games to prevent fraud and generate revenue?** (Sponsored by : AppsFlyer Japan)
- **First Step toward Entry into eSports ~ BenQ, RIZeST, Susanoo: Unveil Three players' Efforts All at Once** (Sponsored by : BenQ Japan)
- **Mobile Game Developers and Huawei**
(Sponsored by : HUAWEI MOBILE SERVICES)

- URLs for online viewing will be assigned individually to Business Day registrants and exhibitors who wish to view the event, and can be accessed from their own registration pages.

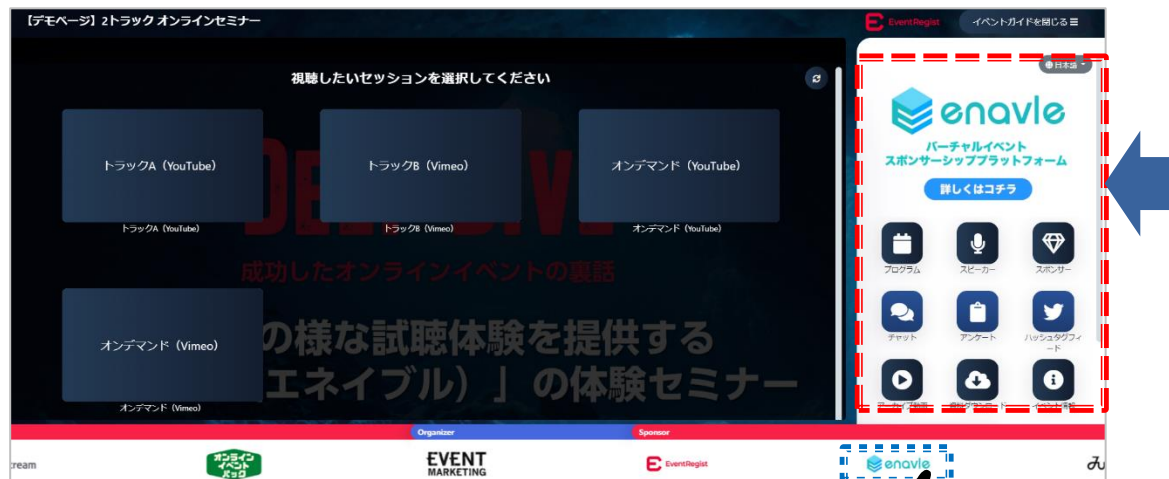
- Icons (thumbnails) of live, on-demand, and archived sessions appear on the viewing screen, and the viewer selects and clicks on the session he or she wants to watch.



- TGS will systematically record the people who watched the session and provide the information on the audience of the session to the sponsor as a third party.



- On the live, on-demand, and archived online viewing pages, the logos of the companies participating in the sponsorship sessions are displayed at the bottom of the viewing screen.



Click Sponsor Logo

- Click on the sponsor's logo at the bottom of the viewing screen, and the introduction page of each company will appear in the area circled by the red frame above.
- On the introduction page, you can post an introduction of your company or product, embed videos, and post documents.

Sponsored Company
Introduction Image



※Fill out this form and email with PDF file to the following:

tgs@congre.co.jp

● Exhibitor Name: _____

Invoicing Company Name: _____

Division/Dept.: _____

Contact Name: _____

Invoicing Address: _____

TEL _____

E-mail _____

Sponsorship Menu	Slot	Unit Price (tax incl.)	Applied Slot	Total(tax incl.)
Sponsorship Session 【Real Venue R】	1	JPY1,320,000	×	JPY
Sponsorship Session 【Real Venue S】	1	JPY880,000	×	JPY
Sponsorship Session 【Online】	1	JPY550,000	×	JPY
【Optional Menu】 Video Commercial	1	JPY220,000	×	JPY

After the application form is received by the secretariat, the secretariat will notify you that the application form has been received. The contract will be concluded at this point. After the contract is concluded, the secretariat will issue an invoice, so please make a payment to the designated bank account by the payment deadline on the invoice. Closing Date for the Payment: August 31 Cancellations after the contract has been made will be charged the full amount of the application.

Total JPY _____

※In case you wish to sponsor the event after the application closing date, please contact OMO for the availabilities.

[To Contact / To Inquiry]

TGS Overseas Management Office E-mail :tgs@congre.co.jp

- **TGS Forum Sponsorship Session**
Closing Date : June 10 (Fri.)
※First-come, First-Serve Basis

To Contact

TGS Overseas Management Office (OMO)

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