



TOKYO GAME SHOW 2022

Guide To Advertisement & Sponsorship

Update : 2022.6.6

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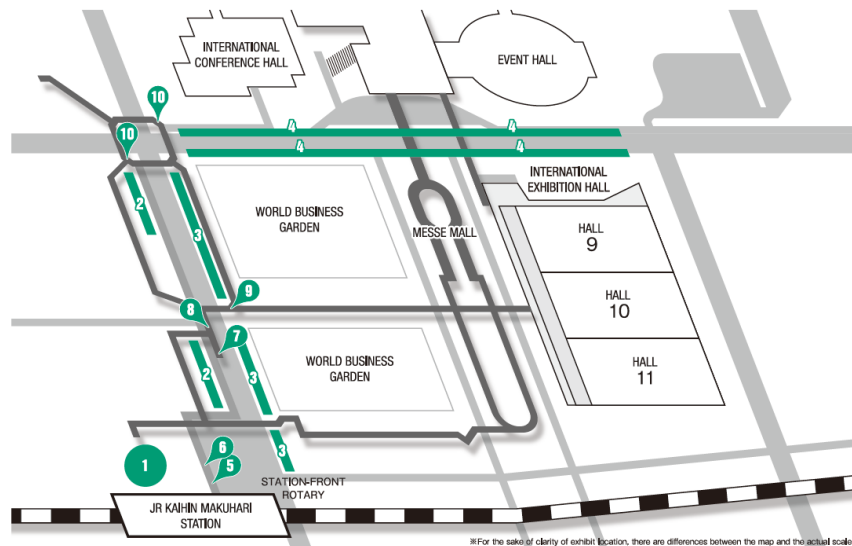
■ P25 TGS2022 Advertising & Sponsorship Application Form

Physical Ads (Makuhari Messe)

SPECIAL ZONE OUTDOOR ADVERTISEMENT

All the design data must include **The logo of TOKYO GAME SHOW 2022** and **Exhibiting booth number** **Hall number (Makuhari Messe Hall 1-8)** and **Event date (September 15 through 18)**

▶Deadline for Screening by City of CHIBA: June 30 (Thu.) ▶Material Deadline: August 3 (Wed.)



1 KAIHIN MAKUHARI Station Plaza Flag

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W500mm X H2400mm
 (Variant/Both Sides)
 ■Finish: Data Output
 ■Location: Station Plaza



※Please contact OMO for more detail.

JPY : 1,980,000 per unit

Purchase Unit: 10 sets / 1 Unit
 Offering Unit: 1 Unit

2 International Street Flag A

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W450mm X H550mm
 (Both Sides)
 ■Finish: Data Output
 ■Location: International Street



JPY : 550,000 per unit

Purchase Unit: 10 Sets / 1 Unit
 Offering Unit: 1 Unit

3 International Street Flag B

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W450mm X H550mm
 (Both Sides)
 ■Finish: Data Output
 ■Location: International Street



JPY : 605,000 per unit

Purchase Unit: 12 Sets / 1 Unit
 Offering Unit: 1 Unit

4 Messe Street Flag

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W500mm X H1500mm
 (Variant/Both Sides)
 ■Finish: Data Output
 ■Location: Messe Street



※Please contact OMO for more detail.

JPY : 4,180,000 per unit

Purchase Unit: 35 Sets / 1 Unit
 Offering Unit: 1 Unit

5 Station Plaza Arcade Banner

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W500mm X H800mm (Both Sides)
 ■Finish: Data Output
 ■Location: Station Plaza (Roof Covered Sidewalk)



JPY : 1,815,000 per unit

Purchase Unit: 4 Boards (Both Sides) / 1 Unit
 Offering Unit: 1 Unit

6 Station Plaza Column-Covered Advertisement

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W1230mm X H1800mm
 ■Finish: Data Output
 ■Location: Station Plaza (Roof Covered Sidewalk)



JPY : 715,000 per unit

Purchase Unit: 4 Sets / 1 Unit
 Offering Unit: 1 Unit

7 PLENA Side Pedestrian Bridge Upper Banner

[Advertising Specifications]
 ■Material: Fabric
 ■Size: W500mm X H450mm
 ■Finish: Data Output
 ■Location: Pedestrian Bridge at PLENA Side



JPY : 220,000 per unit

Purchase Unit: 1 Set / 1 Unit
 Offering Unit: 1 Unit

8 Pedestrian Bridge Handrail Banner A

[Advertising Specifications]
 ■Material: Plastic Sheet
 ■Size: W3000mm X H3000mm
 ■Finish: Data Output
 ■Location: Pedestrian Bridge



JPY : 1,760,000 per unit

Purchase Unit: 16 Sheets / 1 Unit
 Offering Unit: 1 Unit

9 Pedestrian Bridge Handrail Banner B

[Advertising Specifications]
 ■Material: Plastic Sheet
 ■Size: W3000mm X H3000mm
 ■Finish: Data Output
 ■Location: Pedestrian Bridge



JPY : 1,540,000 per unit

Purchase Unit: 14 Sheets / 1 Unit
 Offering Unit: 1 Unit

10 Pedestrian Bridge Entrance

[Advertising Specifications]
 ■Material: Fabric
 ■Station Side: W4000mm X H900mm (Both Sides)
 ■Makuhari Messe Side: W5400 X H900mm (Both Sides)
 ■Finish: Data Output
 ■Location: Mouth-Shaped Pedestrian Bridge at International Street



Station Side JPY : 715,000 per unit

Purchase Unit: 1 Unit (Both Sides) Offering Unit: 1 Unit

Messe Side JPY : 770,000 per unit

Purchase Unit: 1 Unit (Both Sides) Offering Unit: 1 Unit

Criteria for Special Zone Design in the City of CHIBA

- ▶Do not spoil existing sceneries or interfere with traffic safety in background by using black or primary color(s) for the ground color.
- ▶Do not spoil existing sceneries or interfere with traffic safety by using fluorescent paint, luminescent paint or reflective material, etc.
- ▶To minimize the number of letters.

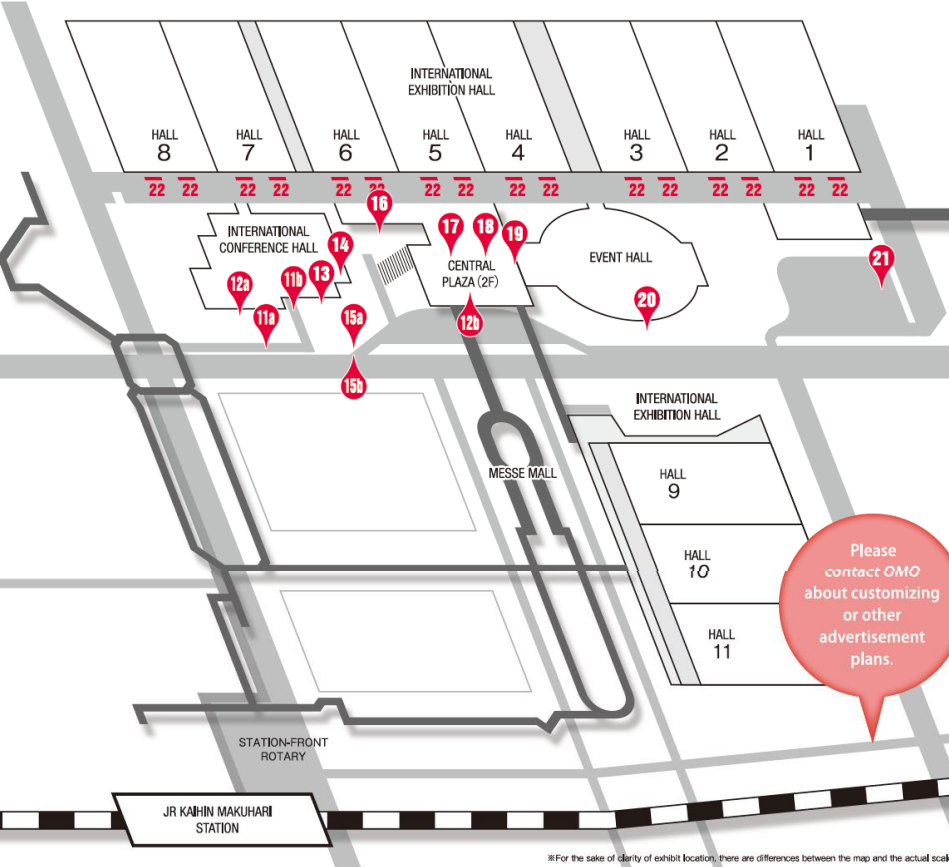
※Please contact OMO for detail of the criteria.

Deadline for Screening by City of CHIBA: June 30 (Thu.)
 Material Deadline: August 3 (Wed.)

※Application will be accepted upon screening has cleared.

ALL the application for SPECIAL ZONE ADVERTISEMENT are required for prior screening to clear the advertisement insertion upon standard of the City of CHIBA. Please contact OMO for the advertising criteria.

※Please contact OMO for more information about grommets and bag stitching. ※All ad sizes without units are expressed in mm.



12a Arched Banner (International Conference Hall)

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W900mm X H2100mm
 ■ Finish: Data Output
 ■ Location: In Front Of International Conference Hall



JPY : 1,100,000 per unit

Purchase Unit: 8 Boards / 1 Unit
 Offering Unit: 1 Unit

12b Arched Banner (Central Plaza)

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W900mm X H2100mm
 ■ Finish: Data Output
 ■ Location: Central Plaza

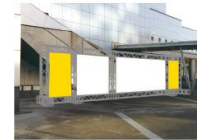


JPY : 660,000 per unit

Purchase Unit: 3 Boards / 1 Unit
 Offering Unit: 1 Unit

13 Floor Map Banner (International Conference Hall)

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W850mm X H1750mm
 ■ Finish: Data Output
 ■ Location: In Front of International Conference Hall



JPY : 1,320,000 per unit

Purchase Unit: 2 Boards / 1 Unit
 Offering Unit: 1 Unit

14 Column-Covered Advertisement at International Conference Hall

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W1150mm X H1750mm
 ■ Finish: Data Output
 ■ Location: Column at International Conference Hall



JPY : 2,200,000 per unit

Purchase Unit: 12 Boards / 1 Unit
 Offering Unit: 1 Unit

15a Plaza Billboard Banner (Large / Small)

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size:
 (Large) ① W6800 X H2870mm
 (Large) ②-④ W6600 X H3200mm
 (Small) ⑤ W3950 X H3090mm
 (Small) ⑥ W4560 X H3090mm
 ■ Finish: Data Output
 ■ Location: Central Entrance Plaza



Multiple Banner Size
 (Large) Banners in Height (2 Units): W7000 X H2750mm
 (Large) Banners in Width (2 Units): W14000 X H3200mm
 Large JPY : 990,000 per unit
 Purchase Unit: 1 Side/1 Unit Offering Unit: 4 Units

Small JPY : 605,000 per unit
 Purchase Unit: 1 Side/1 Unit Offering Unit: 2 Units

15b Plaza Billboard Back Banner

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: A-E
 W6800mm X H3200mm
 ■ Finish: Data Output
 ■ Location: Central Entrance Plaza



Multiple Banner Size
 2 Banners in Height (2 Units): W6800 X H2700mm
 2 Banners in Width (2 Units): W14200 X H3200mm

JPY : 935,000 per unit

Purchase Unit: 1 Set / 1 Unit
 Offering Unit: 5 Units

11a Arcade Banner (WBG side)

[Advertising Specifications]
 ■ Material: Fabric (Mesh Tarpaulin)
 ■ Size: W1480mm X H2700mm
 [Single Side] X4 Sets
 ■ Finish: Data Output
 ■ Location: International Conference Hall



JPY : 825,000 per unit

Purchase Unit: 4 Sets / 1 Unit
 Offering Unit: 2 Units

11b Arcade Banner (International Conference Hall side)

[Advertising Specifications]
 ■ Material: Fabric (Mesh Tarpaulin)
 ■ Size:
 ① W1500mm X H3700mm
 [Single Side] X2 Sets
 ② W1500mm X H3500mm
 [Single Side] X2 Sets
 ■ Finish: Data Output
 ■ Location: International Conference Hall



JPY : 990,000 per unit

Purchase Unit: 4 Sets / 1 Unit
 Offering Unit: 1 Unit

16 Spiral Staircase Banner

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W6000mm X H3000mm
 ■ Finish: Data Output
 ■ Location: Column (Fore-side of Spiral Staircase at Central Entrance Plaza)

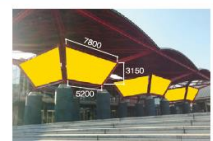


JPY : 1,430,000 per unit

Purchase Unit: 1 Board / 1 Unit
 Offering Unit: 1 Unit

17 Entrance Canopy Banner

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W7800mm X H3150mm
 ■ Finish: Data Output
 ■ Location: Entrance Canopy at Central Plaza



JPY : 1,430,000 per unit

Purchase Unit: 1 Sheet / 1 Unit
 Offering Unit: 8 Units

※Please be noted that 11a, 11b, 13, 14, 15a, 15b and 17 will have grommets within 50mm from the outside on all sides. ※All ad sizes without units are expressed in mm.

18 Column-Covered AD Under Entrance Canopy

[Advertising Specifications]

- Material: Output Sheet + Board
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



JPY : 550,000 per unit

Purchase Unit: 1 Sheet (4 Sides) / 1 Unit
Offering Unit: 2 Units

19 Event Hall Entrance Banner at Central Plaza

[Advertising Specifications]

- Material: Fabric
- Size: W5778mm X H1050mm
- Finish: Data Output
- Location: Event Hall Entrance



JPY : 330,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

20 Self-Standing Banner at Event Hall Outside

[Advertising Specifications]

- Material: Fabric
- Size: W1750mm X H1750mm
- Finish: Data Output
- Location: Event Hall Outside
- Target: Public Day Visitors (September 17 & 18 only)



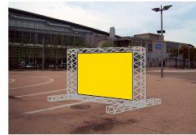
JPY : 2,750,000 per unit

Purchase Unit: 5 Boards / 1 Unit
Offering Unit: 1 Unit

21 Entrance Gate Welcome Board

[Advertising Specifications]

- Material: Fabric
- Size: W3550mm X H1750mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 17 & 18 only)



JPY : 1,100,000 per unit

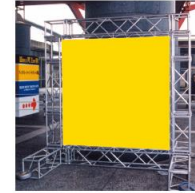
Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

23 Entrance Self-Standing Banner

Location is decided upon consultation

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Based on Consultation



Sample: 4 Banner Span

[Customizing example] ※Please contact OMO for more detail.



JPY : 605,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 7 Units

22 Exhibition Hall Window Covered Advertisement

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H670mm
- Finish: Data Output
- Location: Venue North Side Room Window X 16 at Hall 1 through 5 North Side Windows (2 Spots per One Hall)

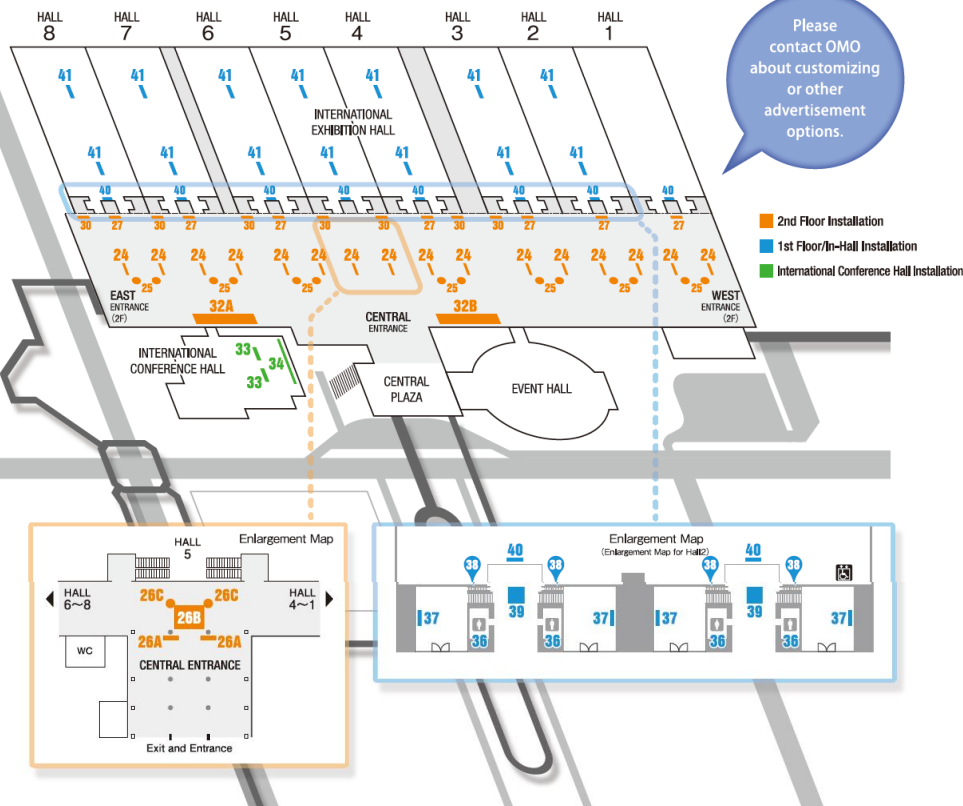


JPY : 990,000 per unit

Purchase Unit: 1 Board / 1 Unit (16 Sheets)
Offering Unit: 1 Unit

※Please be noted that 19, 20, 21, and 23 will be pigeonholed 50mm from the outside on all sides. ※All ad sizes without units are expressed in mm.





※For the sake of clarity of exhibit location, there are differences between the map and the actual scale.
※The location of the installation is subject to change.

26 Central Entrance Welcome Signage



Target Business Day Visitors / Public Day Visitor and Re-Entry Visitors Location Entrance at 2nd Floor Central

A Hanging Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2700mm X H2700mm
- Finish: Data Output

JPY : 440,000 per unit

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

B Floor Seal

[Advertising Specifications]

- Material: Plastic Sheets
- Size: Upon Consultation
- Finish: Data Output + Lamination

JPY : 55,000 per sqm

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

C Column Covered Advertisement

[Advertising Specifications]

- Material: Fabric
- Size: W2500mm X H1800mm
- Finish: Data Output

JPY : 440,000 per unit

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

24 Central Mall Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W5000 X H900mm (both sides)
- Finish: Data Output
- Location: Central Mall



JPY : 495,000 per unit

Purchase Unit: 1 Sheet (both sides) / 1 Unit
Offering Unit: 16 Units

25 Central Mall Column Covered Signage

[Advertising Specifications]

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



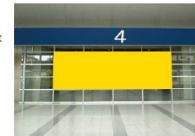
JPY : 440,000 per unit

Purchase Unit: 2 Walls / 1 Unit
Offering Unit: 7 Units

27 Central Mall Glass Wall Signage

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W7900mm X H2400mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY : 935,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 7 Units

28 Central Mall Self-Standing Banner

Location is decided upon consultation

[Advertising Specifications]

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



JPY : 440,000 per unit

Purchasing Unit: 1 Stand / 1 Unit
Offering Units: 15 (Maximum Connections: 3)

※Please be noted that there will have grommets within 50mm from the outside on all sides.

※All ad sizes without units are expressed in mm.

29 Ad-Wall

Location is decided upon consultation

[Advertising Specifications]

- Material: Output Sheet
- Size: W950mm X H2300mm (4 sides)
- Finish: Data Output
- Location: Upon Consultation (in public spaces only)

[Options]

- A. With Catalog Pockets
- B. With Display Monitor
- 9 Catalog Pockets Per Side
- 42-inch display monitor with speaker
- Additional Charge: JPY33,000 per side
- Additional Charge: JPY220,000 per side



JPY : 440,000 per unit

Purchase Unit: 1 Wall (4 sides) / 1 Unit
Offering Unit: 7 Units

30 Entrance Banner

[Advertising Specifications]

- Material: Output Sheet
- Size: W2150mm X H1150mm
- Finish: Data Output
- Location: 2nd Floor Upper Entrance



※For more detail about the entrance area, please contact OMO.

JPY : 880,000 per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 7 Units

31 Catalogue Display

[Advertising Specifications]

- Material: Flatbed + A4 Catalogue Placement X 6
- Location: Upon Consultation

495

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JPY : 165,000 per unit

Purchase Unit: 1 Stand / 1 Unit
Offering Unit: 5 Units

32 Carpet Banner

Please contact OMO for the location.

- Material: (AD Space) Output Plastic Sheet, (Carpet Space) Punch Carpet
- Finish: Data Output

A Size: W900mm X H900mm(9 places)

B Size: W900mm X H900mm(9 places)



A JPY : 770,000 per unit

B JPY : 770,000 per unit

Purchase Unit: 1 Board / 1 Unit

Offering Unit: 1 Unit

33 Business Meeting Area Standing Banner

[Advertising Specifications]

- Material: Fabric
- Size: W690mm X H2000mm
- Finish: Data Output
- Location: Business Meeting Area Entrance at International Conference Hall

※Business Days only (September 15 & 16)



JPY : 330,000 per unit

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

34 Business Meeting Area Hanging Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2000mm X H1800mm
- Finish: Data Output
- Location: Business Meeting Area at International Conference Hall

※Business Days only (September 15 & 16)



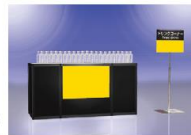
JPY : 770,000 per unit

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

35 Business Meeting Area Beverage Sponsorship

[Advertising Specifications]

- Inclusive Items:
 - Advertisement at Drink Counter
 - Advertisement on the Signage
 - Beverages
 - Beverage Distribution Staff
- Location: Business Meeting Area
- Business Days only (September 15 & 16)
- ※Complimentary mineral water bottles are provided.



JPY : 770,000 per unit

Purchase Unit: 1 Sponsorship / 1 Unit
Offering Unit: 1 Unit

36 Restroom Sticker Advertising

[Advertising Specifications]

- Material: Weak Viscous Plastic Sheet
- Size: Mirror on the Basin W267 X H210mm
- Toilet: W210 X H148mm
- Private Room Door W297 X H420mm
- Finish: Data Output
- Location: Restroom (Male/Female) at Hall 1-8 (North Side)
- Mirror on the Basin (Male/Female)
- Toilet (Male Toilet Only)
- Private Room Door (Female Toilet Only)



JPY : 660,000 per unit

Purchase Unit: Each Hall / 1 Unit
Offering Unit: 8 Units

37 Gate Lobby Banner at 2nd Floor

[Advertising Specifications]

- Material: Output Panel
- Size: W4500mm X H2700mm
- Finish: Data Output
- Location: 2nd Floor Landing at Hall 1-8



JPY : 1,100,000 per unit

Purchase Unit: 1 Banners / 1 Unit
Offering Unit: 16 Units

38 Escalator Banner (Glass Surface)

[Advertising Specifications]

- Material: Output Sheet
- Size: W420mm X H287mm
- Finish: Data Output
- Location: Escalator at Hall 1-8



JPY : 880,000 per unit

Purchase Unit: 28 Banners / 1 Unit
Offering Unit: 16 Units

39 Floor Sheet Banner Under Stairs

[Advertising Specifications]

- Material: Output Sheet
- Size: Upon Consultation
- Finish: Data Output
- Location: Under Stairs



JPY : 55,000 per sqm

Purchase Unit: 1 Banners / 1 Unit
Offering Unit: Please contact OMO for more detail.

40 2nd Floor Balcony Banner at Hall 1-8

[Advertising Specifications]

- Material: Fabric
- Finish: Data Output
- Size: W4800 X H1200mm (Single Side)
- Location: 2nd Floor Balcony Handrail at Hall 1-8



JPY : 550,000 per unit

Purchase Unit: 1 Banners / 1 Unit
Offering Unit: 8 Units

41 Hanging Banner in Exhibition Hall

[Advertising Specifications]

- Material: Fabric
- Size: W3000 X H3000mm (Both Sides)
- Finish: Data Output
- Location: Hanging from the Ceiling of Each Hall



JPY : 605,000 per unit

Purchase Unit: 1 Board (Both Sides) / 1 Unit
Offering Unit: 14 Units

※All ad sizes without units are expressed in mm.

A ID Charm Ribbon

【Advertising Specifications】

- Material: Braided cord
- Ad. Contents: Company name, brand name & logo
- Finish: One Color Print / Alligator Clip
- Insertion: ID for Business Day, Visitors and Press

※Bringing in straps by a sponsor is also available.
Please contact the overseas management office for detail.

JPY : **5,500,000** per unit

Purchase Unit: 1-set / 1 Unit
Offering Unit: 1 Unit



※Photo: Sample Image

Notes for Date Submissions

- ▶ All the design data must include the logo of TOKYO GAME SHOW 2022 and exhibiting booth number, hall number (Makuhari Messe Hall 1-8), and event date (September 15 through 18).
TGS2022 logo data can be downloaded from exhibitor's website.
<https://nkbp.jp/3rWvZp6>

- ▶ No color proof will be available for approval.
(Please let us know software application information such as application name, version, and operating system and submit by the deadline.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring 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 exhibit contents.
- ▶ Actual advertising specification might be charged from the one on AD menu.
- ▶ Additional material production fee will be charged if the deadline is passed.

◀ Please download the ad menu application form from the link below. ▶

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

Please refer to the "Download Exhibit Materials" in the URL above.

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Online Ads

(Official Web / Twitter)

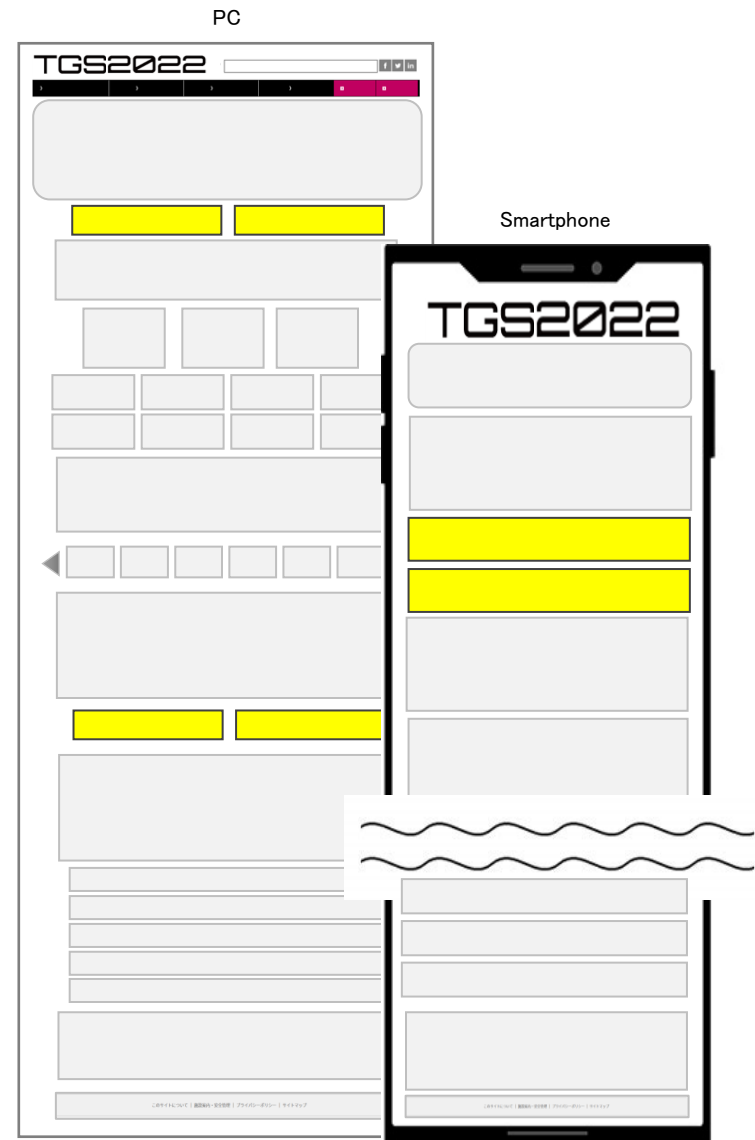
Rotation Banner

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

- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 2 Slots Display (PC)
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:
July 6 through December 20, 2022
(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.

*Image



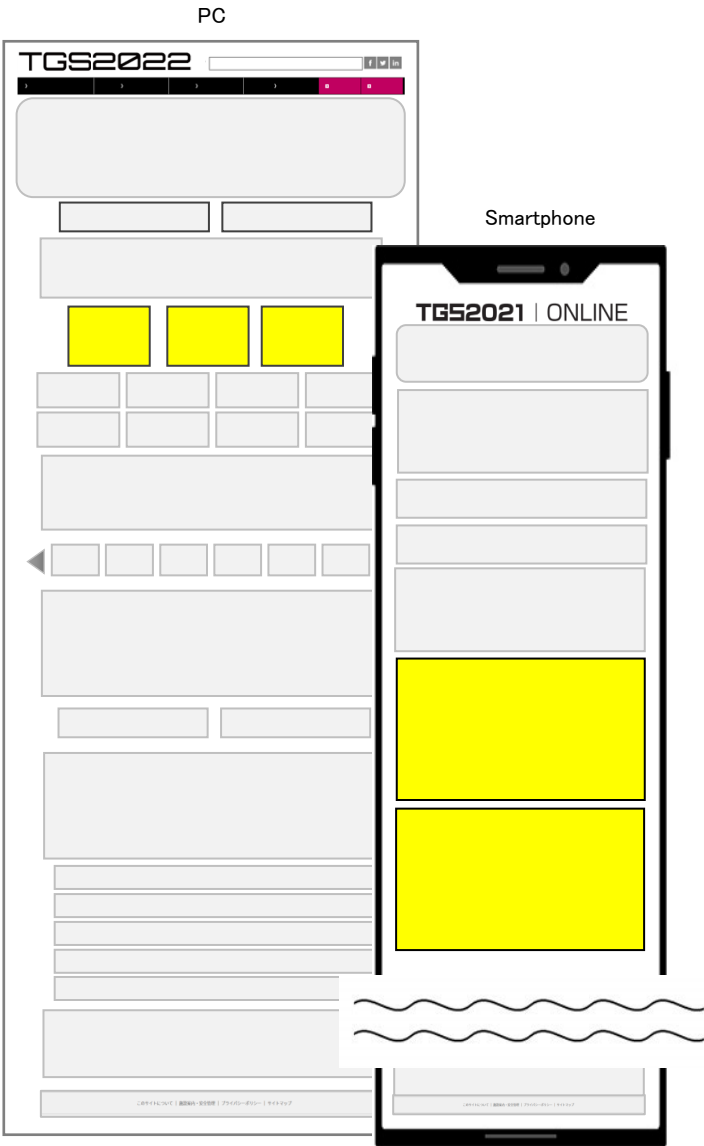
Rectangle Banner

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:
July 6 through December 20, 2022
(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



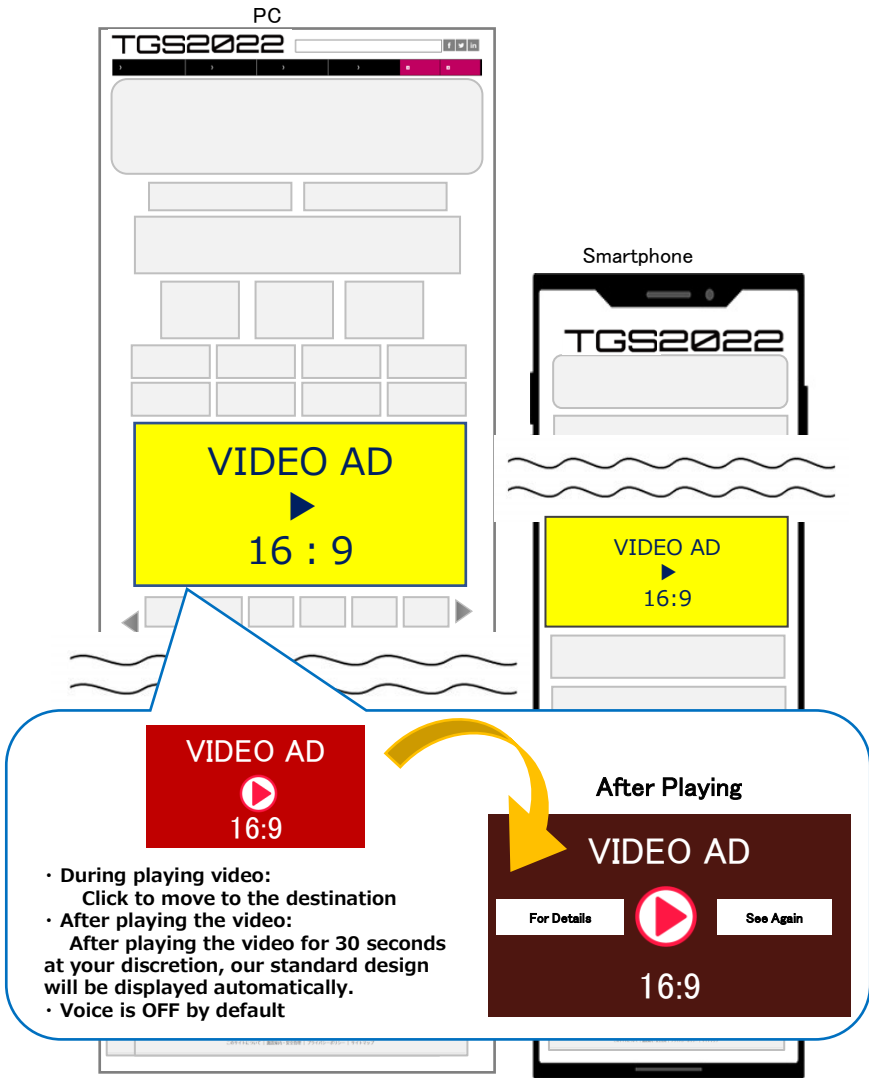
▶The video ad will launch to play when the viewer scrolls to the designated location. Audio can also be played by mouse over or by clicking.

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 July 6 through December 20, 2022 (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 click 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:
July 6 through December 20, 2022 (planned)
- Size
 - [PC] Image: W100 × H100 Pixels (50KB or less)
※Text cannot be included in the image.
Heading Text: Within 10 words
Contents Text: Within 20 words
 - [Mobile] Image: W60 × H60 Pixels (50KB or less)
※Text cannot be included in the image.
Heading 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.

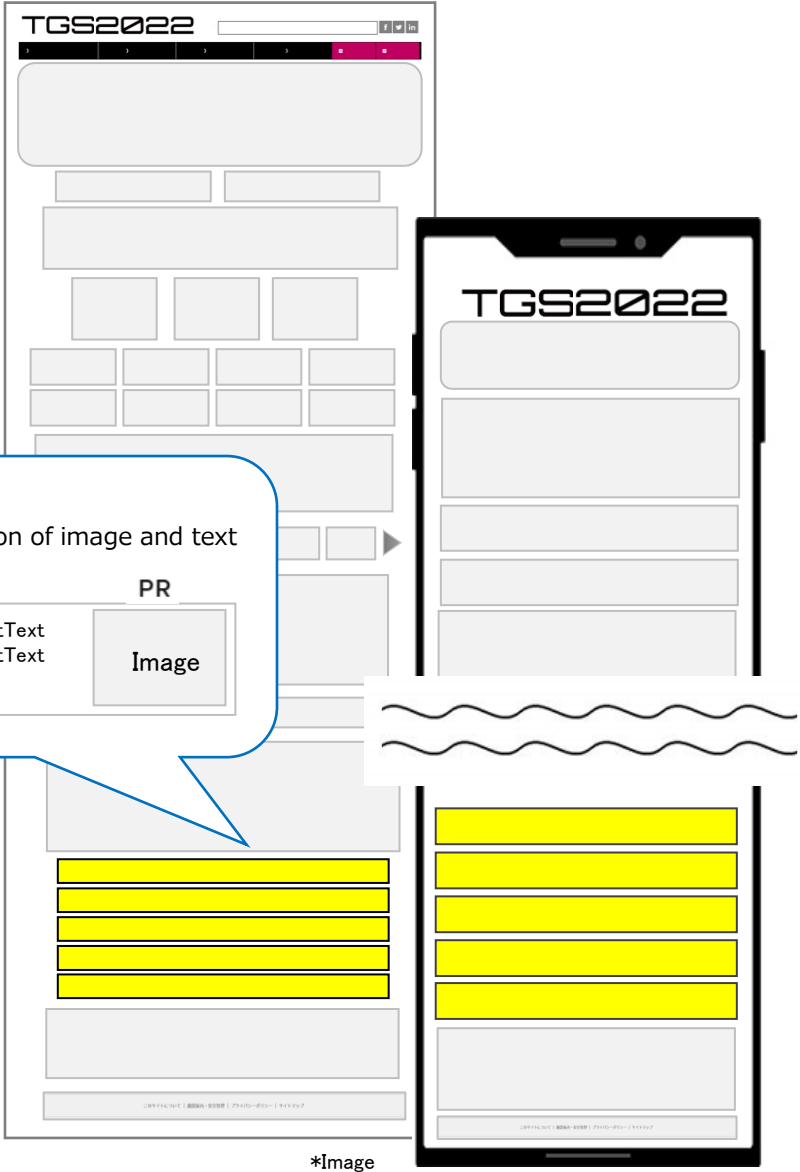
●Placement Image
This menu is combination of image and text

TGS Selection

PR

TextTextTextTextTextTextText
TextTextTextTextTextTextText
Exhibitor Name ●●●●●

Image



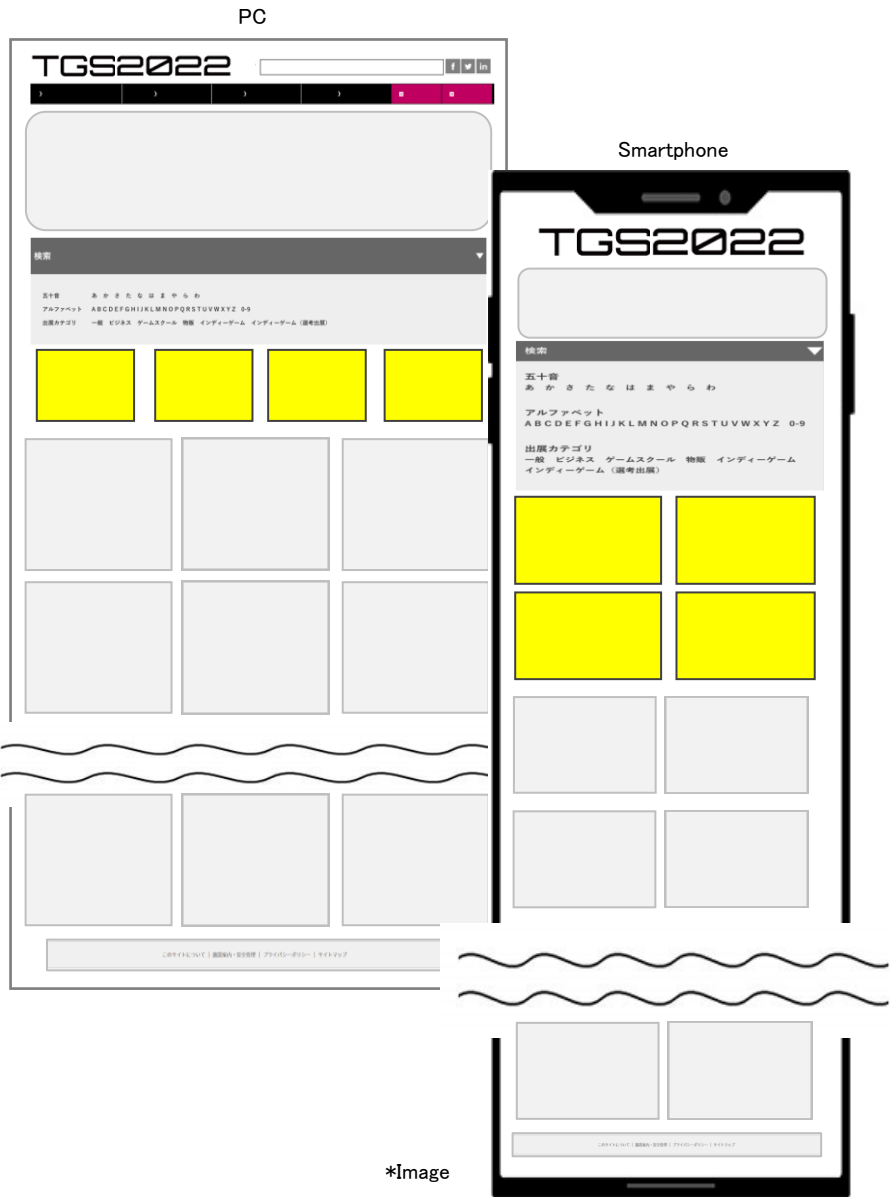
*Image

Category Banner

Rate : JPY 220,000

- Posting: Exhibitors List and Title List
- Offering Units: 4
- Expression: Rotation with 4 Slots (PC/Mobile)
- Guarantee: Fixed Period
- Running Period: July 6 through December 20, 2022 (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.



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 uploading the data.
 - Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2022 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)
tgs@conge.co.jp

Notes for Material Productions (Online Advertisement)

Banner Ad Material, Image File

- Any materials have to obey 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 change 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 change the design.

Text Material

- Please be noted that some special characters and symbols cannot be used. 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, TGS2022 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 Jun 6

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 *Agency 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

Special Sponsorship Program

TGS2022 is calling for Special 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.

Menu① Logo (Large-scale) on TGS2022

Logo placement as Special Sponsorship Company as follows:

- TGS Official Website
- Floor Map at Real Venue (Planned)
- Official Guidebook at Real Venue (Planned)

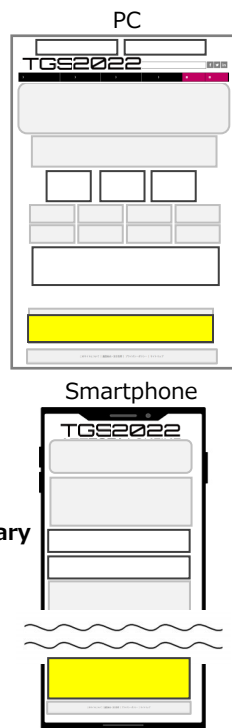
<TGS Official Website>

Logo as TGS Special Sponsorship on TGS Top Page

- **Running Period:**
July 6 through December 20, 2022 (planned)
- **Posting:** Top Page ONLY (PC・Mobile)
- **Guarantee:** Fixed Period
- **Placement Order:** Order of the Japanese syllabary

※The advertising rates, offering units, and formats are subject to change without prior notice.

※Non exhibitors can also apply for this menu.



Menu② Logo on TGS Official Program Background

Logo on Backboard on Following

Organizer's Program:

- Opening Program/Ending Program
- Official Organizer Program (2 Programs)

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



Menu③ Real (In-Person) Exhibit Space

Real (In-Person) Exhibit Space (with 8 Booth Units)










The equivalent of 8 booths will be provided in the Makuhari Messe exhibition area.

Special Sponsorship Program

Fee: JPY 8,800,000.- (tax incl.)

Organizer Session Commercial Video

Promotional videos of sponsors will be distributed before the organizer session and/or R1 session on September 16 (Fri.)

	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm
Regular 120 pax								
Short 60 pax								

【Sponsorship Outline】

- The sponsor's video ad (30 seconds or less) will be distributed in the beginning of the sponsorship session and/or R1 session(2 times).
- The video ad will be played in the beginning of the seminar not only online but also in the seminar venue.
- Video data will 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.
※The application will be accepted on a first-come, first-serve basis.

For more detail, please refer to
【TGS Forum Sponsorship Session Guide】

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/>

TGS2022 Advertising & Sponsorship Application Form

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

	No.	Menu	Purchasing Unit	Rate (tax inclusive)	Units To Apply	Total (tax inclusive)
SPECIAL ZONE OUTDOOR ADVERTISEMENT	1	KAIHIN MAKUHARI Station Plaza Flag	10 Sets	¥1,980,000		
	2	International Street Flag A	10 Sets	¥550,000		
	3	International Street Flag B	12 Sets	¥605,000		
	4	Messe Street Flag	35 Sets	¥4,180,000		
	5	Station Plaza Arcade Banner	4 Boards (Both Sides)	¥1,815,000		
	6	Station Plaza Column-Covered Advertisement	4 Sets	¥715,000		
	7	PLENA Side Pedestrian Bridge Upper Banner	1 Set	¥220,000		
	8	Pedestrian Bridge Handrail Banner A	16 Sheets	¥1,760,000		
	9	Pedestrian Bridge Handrail Banner B	14 Sheets	¥1,540,000		
	10	Pedestrian Bridge Entrance 【Station Side】 / 【Makuhari Messe Side】	1 Unit (Both Sides)	【Station Side】¥715,000 【Messe Side】¥770,000		
Outdoor Ads	11a	Arcade Banner(WBG side)	4 Sets	¥825,000		
	11b	Arcade Banner (International Conference Hall side)	4 Sets	¥990,000		
	12a	Arched Banner (International Conference Hall)	8 Boards	¥1,100,000		
	12b	Arched Banner (Central Plaza)	3 Boards	¥660,000		
	13	Floor Map Banner(International Conference Hall)	2 Boards	¥1,320,000		
	14	Column-Covered Advertisement at International Conference Hall	12 Boards	¥2,200,000		
	15a	Plaza Billboard Banner(Large/Small)	1 Side	【Large】¥990,000 【Small】¥605,000		
	15b	Plaza Billboard Back Banner	1 Set	¥935,000		
	16	Spiral Staircase Banner	1 Board	¥1,430,000		
	17	Entrance Canopy Banner	1 Sheet	¥1,430,000		
	18	Column-Covered AD Under Entrance Canopy	1 Sheet (4 Sides)	¥550,000		
	19	Event Hall Entrance Banner at Central Plaza	1 Board	¥330,000		
	20	Self-Standing Banner at Event Hall Outside	5 Boards	¥2,750,000		
	21	Entrance Gate Welcome Board	1 Board	¥1,100,000		
	22	Exhibition Hall Window Covered Advertisement	1 Board (16 Sheets)	¥990,000		
	23	Entrance Self-Standing Banner	1 Board	¥605,000		
	24	Central Mall Banner	1 Sheet (both sides)	¥495,000		
	25	Central Mall Column Covered Signage	2 Walls	¥440,000		
	26	Central Entrance Welcome Signage	【A】1 Sheet 【B】1 Sheet 【C】2 Sheet	【A】¥440,000 【B】¥55,000 / m~ 【C】¥440,000		
	27	Central Mall Glass Wall Signage	1 Board	¥935,000		
	28	Central Mall Self-Standing Banner	1 Stand	¥440,000		
	29	Ad-Wall	1 Wall (4 sides)	¥440,000		
Indoor Ads	30	Entrance Banner	2 Banners	¥880,000		
	31	Catalogue Display	1 Stand	¥165,000		
	32	Carpet Banner	1 Board	¥770,000		
	33	Business Meeting Area Standing Banner	2 Banners	¥330,000		
	34	Business Meeting Area Hanging Banner	4 Banners	¥770,000		
	35	Business Meeting Area Beverage Sponsorship	1 Sponsorship	¥770,000		
	36	Restroom Sticker Advertising	Each Hall	¥660,000		
	37	Gate Lobby Banner at 2nd Floor	1 Banners	¥1,100,000		
	38	Escalator Banner (Glass Surface)	28 Banners	¥880,000		
	39	Floor Sheet Banner Under Stairs	1 Banners	¥55,000 / m		
	40	2nd Floor Balcony Banner at Hall 1-8	1 Banners	¥550,000		
	41	Hanging Banner in Exhibition Hall	1 Board	¥605,000		
Media AD	A	ID Charm Ribbon	1 Set	¥5,500,000		
Online Ads	①	Rotation Banner	1 banner	¥660,000		
	②	Rectangle Banner	1 banner	¥550,000		
	③	Video Advertisement	1 Set	¥1,100,000		
	④	TGS Selection (Image + Text)	1 Set	¥220,000		
	⑤	Category Banner	1 Set	¥220,000		
Special Sponsorship Program			1 Set	¥8,800,000		

Invoicing Price (Total)

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.