

TOKYO GAME SHOW 2023

Indie Game Project Sponsorship Information

TGS Overseas Management Office

In order to create opportunities for indie games to attract more attention, TOKYO GAME SHOW will once again provide a framework for indie game developers, regardless of whether they are corporations or individuals, to exhibit at TGS for free. This project is made possible through the support of our sponsors. If you are a game platformer, game publisher, PC/monitor company, etc., we would appreciate it if you could consider sponsoring us.

[Sponsorship Benefits]

- **Create opportunities for indie games to attract attention**

With the support of sponsoring companies, we have prepared a frame where indie game developers can exhibit at the TGS real venue for free. In addition, a pitch event “SOWN” for indie game developers will be held. From the selection of SOWN finalists to the presentation on the day and awarding of awards, you can create opportunities for indie games to be seen by many people.

- **Raise awareness that the sponsoring company is a leading company in the indie game field**

The presence of a leading company in indie game support and publishing will be enhanced through the display of the company names and logos of the sponsoring companies and exhibitions at real venues.

- **Quick contact with promising indie game developers**

By sharing the entry title information received by TOKYO GAME SHOW Management Office with our sponsors, we can quickly approach promising developers.

- **Exhibitors selected as "Selected Indie 80" can exhibit at the real venue of TGS for free**

At TGS, we are looking for "Selected Indie 80" (former name: Selected Exhibit) who can exhibit for free. 80 companies (planned) will be selected from the submitted titles.

- **Have a chance to be noticed**

Exhibitors selected as "Selected Indie 80" will be featured on the TGS official website's indie game page, pre-delivery programs, live commentary by video creators, and more. There is an opportunity to be noticed through the "Finalist Prediction Campaign" of SENSE OF WONDER NIGHT (SOWN).

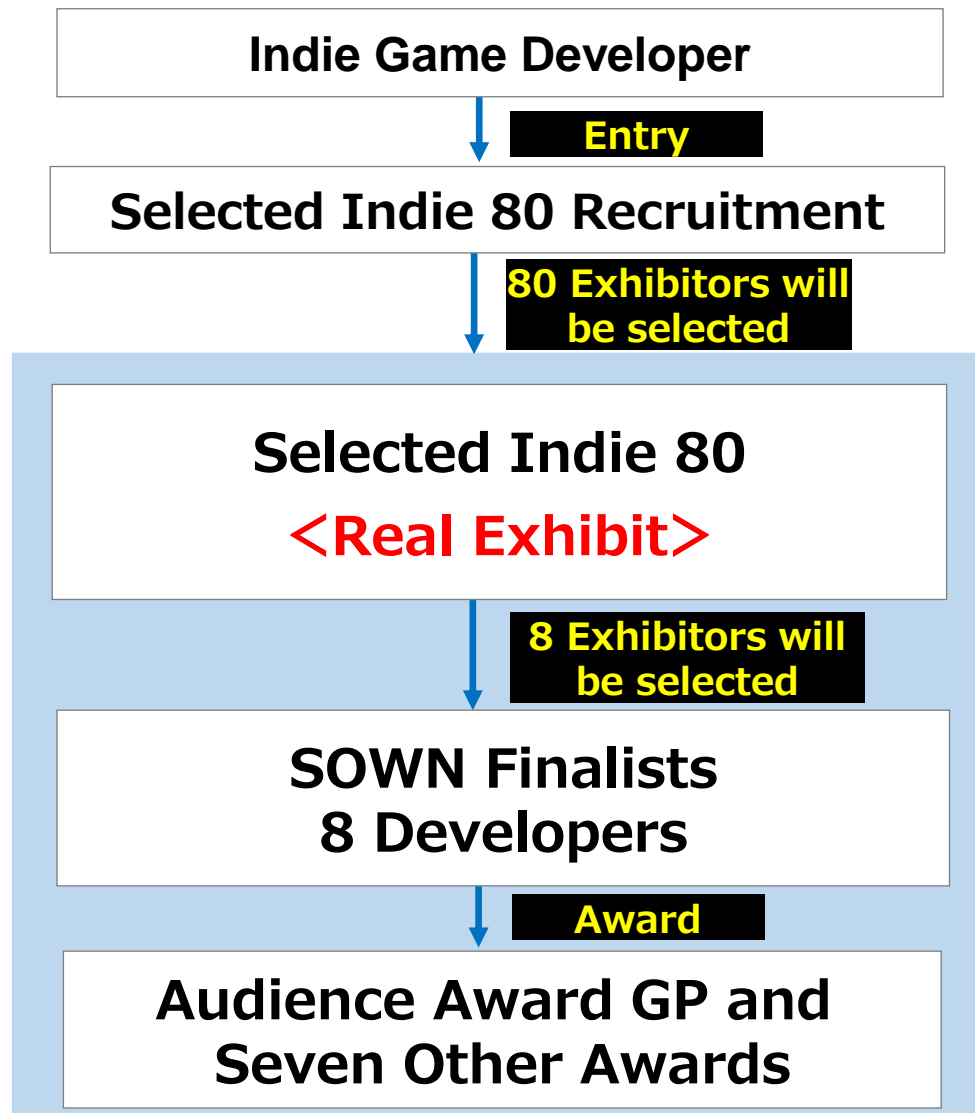
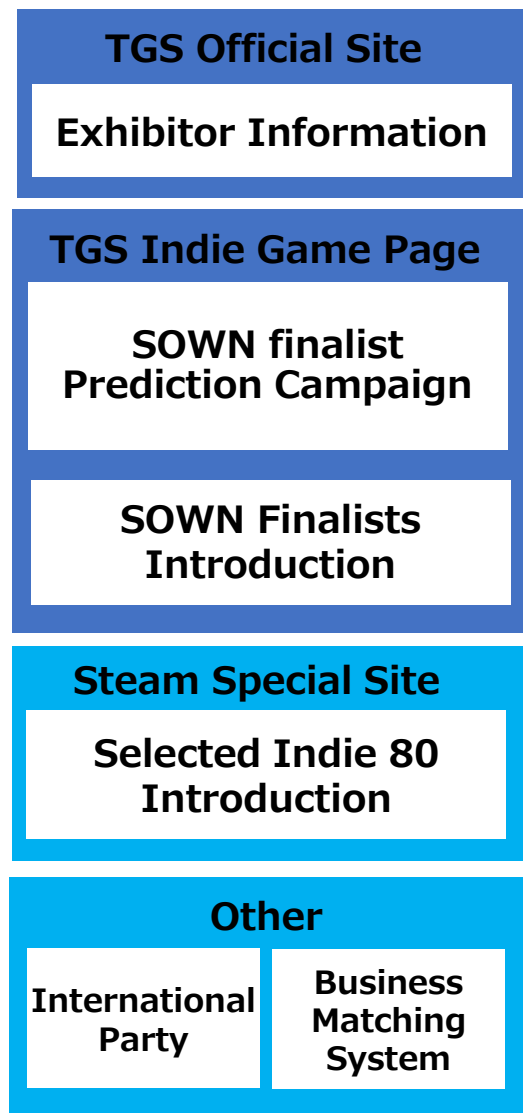
- **Expand business opportunities**

For titles sold on Steam, it is now possible to post titles on TGS Special Venue on STEAM, boosting sales. In addition, business meetings using TGS Business Matching System will also be possible.

- **Exhibitors selected as a SOWN finalist can make a presentation on the official program**

Indie Game Developers selected as finalists for SENSE OF WONDER NIGHT (SOWN) (8 groups planned) will make a presentation at SOWN. The pattern will be distributed online, and prize money and trophies will be awarded to each award winner. Continuing from 2022, awards by TGS2023 Indie Game Ambassadors (video creators) are also planned.

"Selected Indie 80", which can be exhibited free of charge at the real venue of TGS2023, will be solicited from all over the world, and 80 titles (planned) will be selected. From there, 8 titles were selected. The developers of 8 titles will face the pitch event "SENSE OF WONDER NIGHT (SOWN)" where ideas will be competed, and the event will be streamed online.



Indie Game Developers Support Sponsorship Plan List

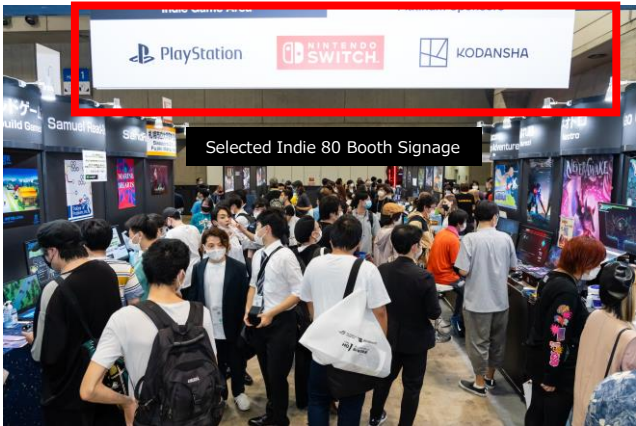
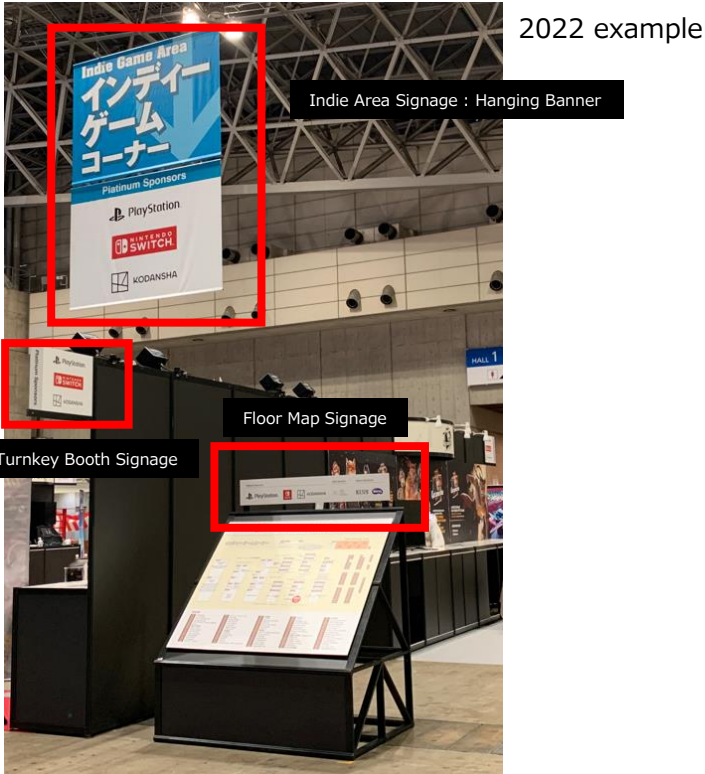
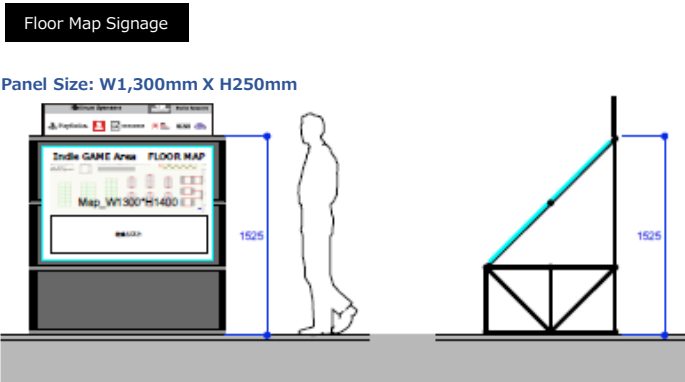
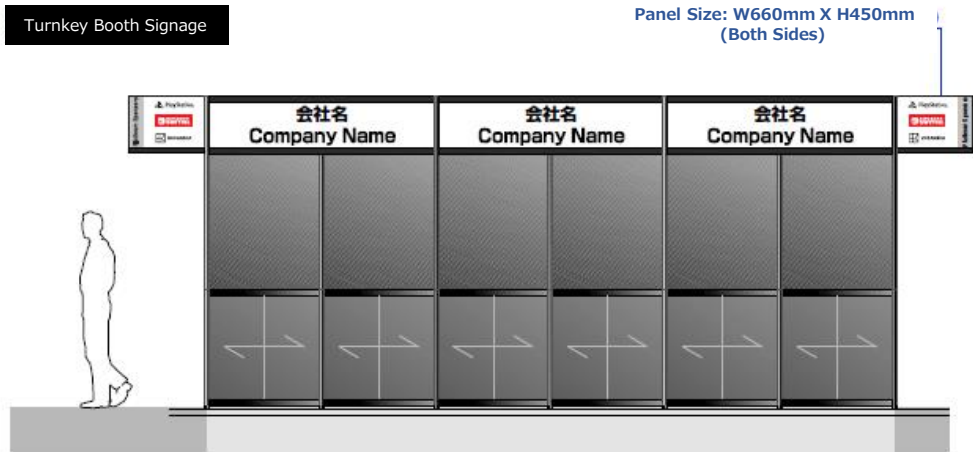
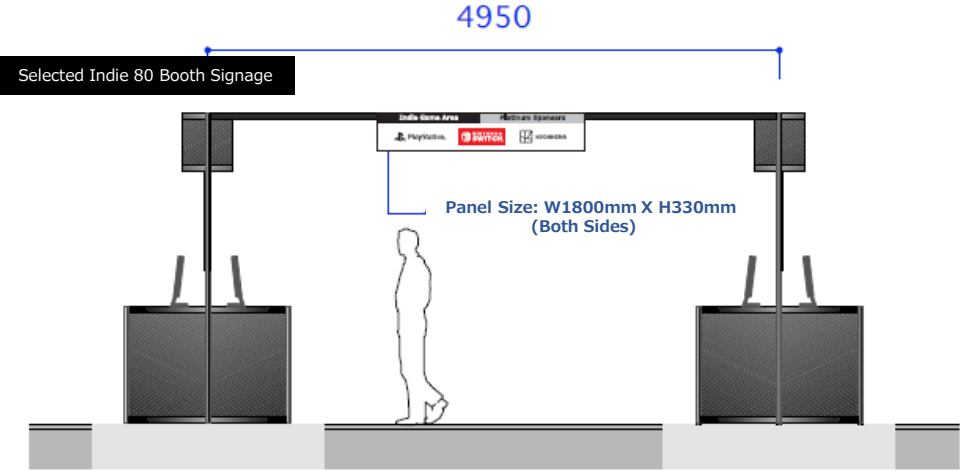
		Platinum Sponsorship	Gold Sponsorship	Device Sponsorship
Available Slots		Up to 6 ※Exhibitors ONLY	Unlimited ※Available for Non-Exhibitors	Up to 4 ※Exhibitors ONLY
Exhibit Support to Indie Game Developers		Support for exhibition fees for Selected Indie 80	Support for accommodations for Selected Indie 80	Support of PC and Monitor rental to Selected Indie 80
Benefits	Logo on Makuhari Messe Venue and Booth Exhibit	<ol style="list-style-type: none"> 1. Sponsor logos on "bridge signs" connecting between booths ※bridge signs = 10 locations (back and front), corner signs = 12 locations (locations and number of signs may change depending on exhibit conditions) 2. Logo on Area Hanging Banner (1 Location) 3. Logo on Area Floor Map (1 or 2 Locations) 4. Exhibition Booth at Indie Game Area <2m×2m Turnkey Booth X 3 Booths OR 3mx3m Regular Booth X 2> * Additional booths can be added for a fee. 5. Company Name Display at International Party Venue 	<ol style="list-style-type: none"> 1. Logo on Area Floor Map (1 or 2 Locations) 2. Exhibition Booth at Indie Game Area (2m X 2m Turnkey Booth X 1 OR 3mx3m Regular Booth X 1) * Additional booths can be added for a fee. 3. Company Name Display at International Party Venue 	<ol style="list-style-type: none"> 1. Logo on Area Floor Map (1 or 2 Locations) 2. Exhibition Booth at Indie Game Area (2m X 2m Turnkey Booth X 1 OR 3mx3m Regular Booth X 1) * Additional booths can be added for a fee. 3. Company Name Display at International Party Venue
	Logo on Online	<ol style="list-style-type: none"> 1. <Large> Logo on TGS Official Website Indie Game Page 2. Sponsorship logo displayed in SOWN program 	<ol style="list-style-type: none"> 1. (Small) Logo on TGS Official Website Indie Game Page 	<ol style="list-style-type: none"> 1. (Small) Logo on TGS Official Website Indie Game Page
Sponsorship Fee (tax incl.)		JPY 5,500,000.- ※Required to be an exhibitor (Exhibition Fee is not included.)	JPY 2,200,000.- ※Exhibition Fee is not included.	Complimentary Device Rental ※Required to be an exhibitor (Exhibition Fee is not included.)

- **Titles of sponsors are also listed in the "Indie Games" column on Steam's TGS Special Page**
Opened a special page for TGS on Steam. In addition to the "Selected Indie 80" titles in the "Indie Games" column, we will be able to post titles of indie game developers published by sponsors (titles exhibited at the real venue) (about 10 titles are planned.)
- **A separate exhibition area for Platinum Sponsors will be prepared in the Indie Game Area**
A separate exhibition area for Platinum Sponsors was prepared in the Indie Game Area. For Platinum Sponsors who wish to exhibit in real venue, we will work to increase their presence.
* Booth positions in the Platinum Sponsor Area are selected in order of priority for companies with a large past sponsorship record, followed by the number of booths (combining the number of sponsor bonus booths and additional booths). If the number of booths is the same, the order of application will be the order of the companies.
- **Management Office distributes information on Sponsors to Indie Game Project Entry Companies and "Selected Indie 80" exhibitors on behalf of them.**
Management Office shares entry information for "Selected Indie 80" with Sponsors (excluding personal information). In addition, if the sponsor company wants to approach (email) the "Selected Indie 80" entry companies and the selected 80 companies, Management Office will deliver it on behalf of them (up to 2 times).

February 28 (Tue)	Outline announcement of "Selected Indie 80" (free exhibition). Start accepting entries
March 31(Fri)	Application Deadline for Indie Game Project Sponsors
April 30 (Sun)	"Selected Indie 80" Entry Deadline
to late May	"Selected Indie 80" decided (80 titles planned)
July 4 (Tue)	TGS2023 Exhibitor Briefing *Announcement of "Selected Indie 80" Exhibitor List
early August	Details of the "Selected Indie 80" title announced on the "Indie Game Project" page of the TGS Official Website
Late August	All "Selected Indie 80" title introduction programs will be distributed (planned) SOWN Finalist Prediction Campaign Starts
September 13 (Wed)	8 SOWN finalists announced * To be announced in TGS2023 advance program "Preparation Special"
September 21 (Thu) to 24 (Sun)	TGS2023 @ Makuhari Messe * Real exhibition of "Selected Indie 80", TGS Special Page on Steam start
September 22(Fri)	SOWN Live Streaming * Announcement of each award such as "Audience Award GP" / Awards by TGS Indie Game Ambassadors (video creators) are also planned
September 22(Fri)	Real "International Party" will be held after the second Business Day (planned)

Logo Display Location (Image) (2022 example)

Sponsor logos are listed in order of "Platinum Sponsor", "Gold Sponsor", and "Device Sponsor". Within each category, priority is given to companies that have a large number of past sponsorships and companies that arrive early in the sponsorship application form.



※Fill out this form and email with PDF file to the following:
tgs@congre.co.jp

●Company Name: _____

Invoicing Company Name: _____ Division/Dept.: _____ Contact Name: _____

Invoicing Address: _____

TEL _____ E-mail _____

Sponsorship	Fee (tax inclusive)	Selected Menu (Check the menu that applied)
Platinum Sponsorship	JPY 5,500,000	
Gold Sponsorship	JPY 2,200,000	
Device Sponsorship	—	

After the application form is received by TGS Overseas Management Office, Management Office will notify you that the application form has been received. The contract will be concluded at this point. After the contract is concluded, Management Office will issue an invoice, so please make a payment to the designated bank account by the date indicated **(July 31)**. Cancellations after the contract has been made will be charged the full amount of the application.

Total JPY _____ Tax (10%) JPY _____ (Grand Total) JPY _____

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

- **Indie Game Project Sponsorship**

Closing Date for Application: March 31 (Fri.)

※Applications are accepted first-come, first-serve basis.

To Contact

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(OMO)
【E-mail】**

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