

# TOKYO GAME SHOW 2023

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

Event Name: TOKYO GAME SHOW 2023

Period: September 21 (Thu.) ~ 24 (Sun.)

Business Day: September 21 (Thu.) 10:00a.m. ~ 5:00p.m.

September 22 (Fri.) 10:00a.m. ~ 5:00p.m.

Public Day: September 23 (Sat.) 10:00a.m. ~ 5:00p.m.

September 24 (Sun.) 10:00a.m. ~ 5:00p.m.

Venue: Makuhari Messe

※Some exhibits and projects are only available online.

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. DENTSU INC.



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## Concept and Outline about TGS2023

After two years of holding the event online, in 2022 we were able to hold the real event at Makuhari Messe with visitors for the first time in three years.

However, it was not a 100% holding format in 2022. The effects of the spread of the new coronavirus infection still remained, and the event had to be held under various restrictions such as the size of the venue, restrictions on the number and age of visitors allowed in the venue, and new visa (visa) rules for foreigners entering Japan.

Despite these restrictions, the venue was filled with exhibitors and game fans who had been waiting for the show to be held for real, and the excitement and excitement returned to Makuhari Messe. The high evaluation of the exhibition by exhibitors and visitors alike made us realize once again the high demand and importance of holding a real exhibition under any circumstances. This year, for the first time in four years, the entire Makuhari Messe will be used.

The exhibition will be held for four days from Thursday, September 21 to Sunday, September 24, with a Business Day and Public Day.

While some measures to prevent infectious diseases will continue, the number of people allowed in the exhibition hall will be greatly relaxed, and the rules for exhibitors' booths will also be revised.

In 2023, age restrictions will also be lifted, allowing admission for children under 12 years old, and family-friendly exhibition areas will be restored. In addition, a new corner will be set up and a cosplay area will return to Makuhari Messe for the first time in four years. By expanding the content that can be experienced at the venue, we will be able to provide visitors with even more value from the real event than last year.

Online contents will continue to be implemented as last year, including official programs, TGS VR, and a special Steam page. The TGS Forum and Business Meeting areas held on Business Day will also be online compatible.

Gaming is now more than just entertainment content, and its technology is attracting attention and being implemented outside of the gaming industry. The era in which the gaming ecosystem and technology is leading the world is just around the corner.

TOKYO GAME SHOW 2023 is the place where all the world's games come together. We hope that a wide range of game-related companies will exhibit at the show, and that we can work together as pioneers of the times.





## TGS2023 Theme

# Games in motion, the world in revolution

ゲームが動く、世界が変わる。

游戏悦动 世界幻变

遊戲悅動 世界幻變

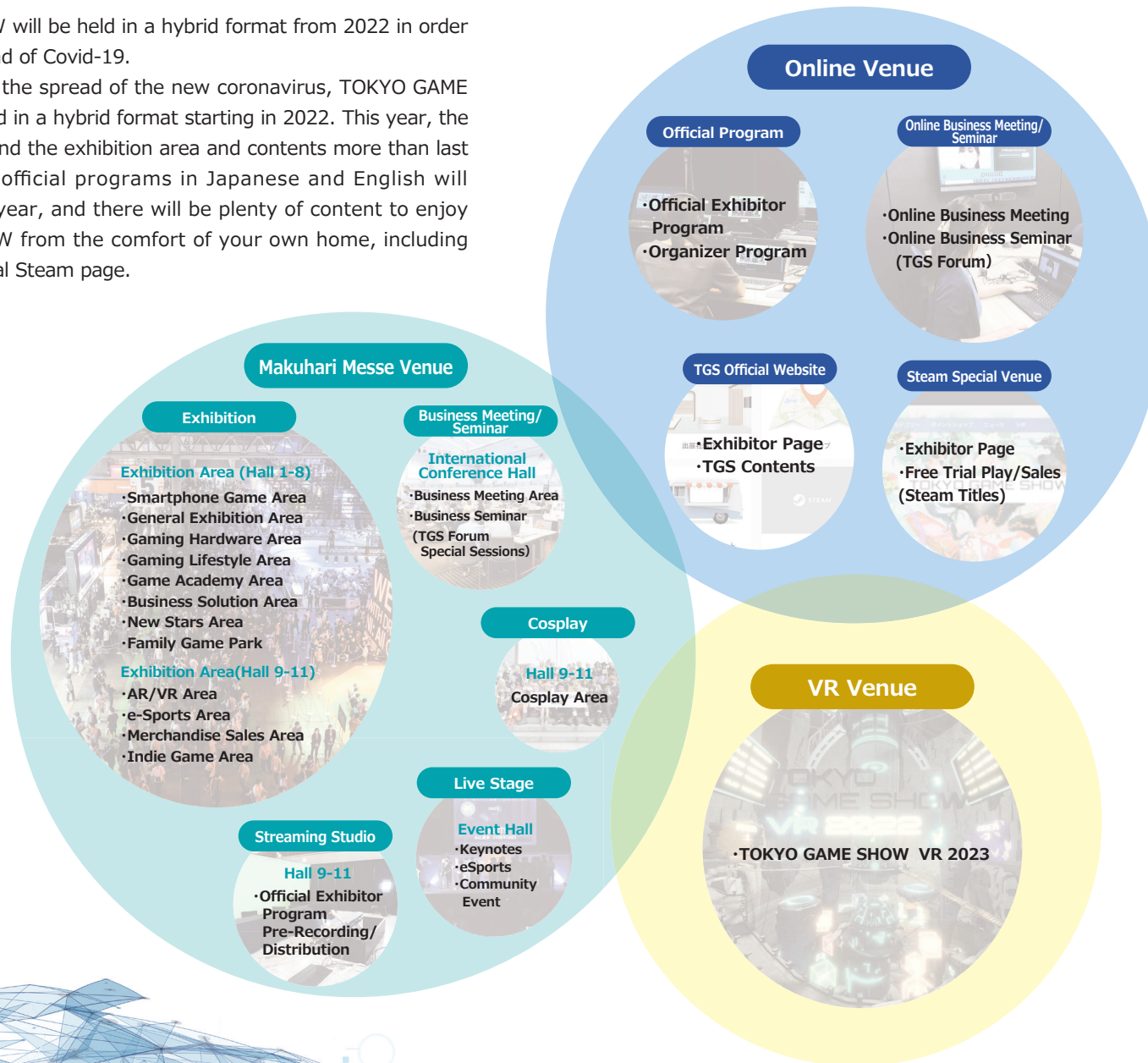
The world has been facing headwinds for the past several years.  
Yet, the breakthroughs in the game industry did not stop.  
New technologies blossomed out of games.  
New industries were born one after another in partnership with games.  
The excitement of new things brought a bright future to our daily lives.  
Games have the power to lead the world. It has the strength to change someone's life.  
I am sure you have often felt this way.  
That is why we need to do more of what only games can do.  
Let games lead the world. Let games be the tailwind of global growth.  
When games move, the world begins to change.  
In 2023, TOKYO GAME SHOW will return with even more power.  
We will be back with many people from Japan and abroad who love games,  
and we will share the first step to change the world.  
I hope to share the first step to change the world with many people in Japan  
and abroad who love games.



# TGS2023 Event Scheme

TOKYO GAME SHOW will be held in a hybrid format from 2022 in order to prevent the spread of Covid-19.

In order to prevent the spread of the new coronavirus, TOKYO GAME SHOW has been held in a hybrid format starting in 2022. This year, the real venue will expand the exhibition area and contents more than last year. In addition, official programs in Japanese and English will continue from last year, and there will be plenty of content to enjoy TOKYO GAME SHOW from the comfort of your own home, including TGS VR and a special Steam page.





# TGS2023 3 Focus Points

1

## Full Scale TGS is back after a four-year!

This year's TGS will be held in the entire Makuhari Messe, with more than 2,000 booths and 200,000 visitors expected, the first time in four years that Halls 1-11, Event Hall, and the International Conference Hall will all be used. The number of visitors, which was restricted last year, has been greatly eased, creating an environment in which more people can enjoy TOKYO GAME SHOW. Of course, we will expand not only the venue infrastructure but also the exhibition area. In response to the diversification of ways to enjoy games and the expanding scope of the gaming industry, we have established a Gaming Hardware Area to exhibit gaming PCs and peripherals, and a Gaming Lifestyle Area to introduce gaming furniture, gaming rooms, and other items. The "Gaming School Area" was renamed the "Gaming Academy Area" in response to the increased attention to gaming personnel, making it easier for universities and research institutions to exhibit. The age limit for the general public has been removed, and the area for families and kids, as well as the cosplay area, will return for the first time in four years. Please look forward to four days when Makuhari Messe will be filled with games.

2

## The Hybrid Event Experience "Ultimate" at TGS

The full-scale event will not only be held at the real venue of Makuhari Messe. We will also have more online content than last year. Official programming, TGS VR, and a special Steam page will bring information and content from exhibitors to game fans around the world. We will create an online environment where people can enjoy games all day long, not only for those who cannot come to the venue, but also while waiting to enter the venue or try out games, during lunch time, or even on the train on the way home. Businesspersons will also be able to use the service for meeting appointments, attending business seminars, etc., both in real life and online. By combining real and online services, we aim to create a TGS that meets the needs of exhibitors and visitors alike.

3

## The world's attention is focused on Japan and attention to TOKYO GAME SHOW.

Last year (2022), many exhibitors and visitors from overseas participated in TGS. Last year, however, there was a big hurdle to enter Japan, and although the TGS Management Office supported them by setting up Japan entry support office, there were still many who could not enter the country.

However, 2023 will be different, and in addition to the multilingualization of the website and official programs, we will make further efforts to encourage visitors to come to the real venues. Some countries and regions have eased entry restrictions, such as the elimination of visas, making it easier for overseas exhibitors and visitors to participate in the show. In order to promote networking and community building, we are also planning to bring back the International Party on Friday, the 22nd, as there are many requests for real meetings, especially on the business side. To make TOKYO GAME SHOW function more than ever as a "hub" for the game business, we will strengthen our promotion of the show to exhibitors and visitors from Asia and other countries.



# Real (In-Person) Exhibit at Makuhari Messe

## Venue

### Venue: Makuhari Messe

This year, Halls 1-11, International Conference Hall, and Event Halls of Makuhari Messe will be used.

**Estimated number of booths: 2,000**

**Estimated number of visitors: 200,000**

\*The number of visitors per hall (Halls 1-3, 4-6, 7-8, and 9-11) will be monitored by sensors, and admission restrictions may be implemented in case of congestion.

- When visitors enter the exhibition, in addition to baggage checks, temperature checks and hand sanitizers will be conducted to prevent the spread of new coronavirus infection.

## Visitors/Entrance Time

### 【Visitors】

**Business Day:** Invitees who pre-registered for Business Day, people in the game business who purchased Business Day passes, members of the press, etc.

**Public Day:** Visitors who have purchased tickets for Public Day in advance.  
(All tickets will be sold online.) 1

### 【Admission Time】

**Business Day:** Thursday, September 21, 10:00a.m. ~ 5:00p.m.

Friday, September 22, 10:00a.m. ~ 5:00p.m.

**Public Day:** Saturday, September 23, 10:00a.m. ~ 5:00p.m.

September 24 (Sun.) 10:00a.m. ~ 5:00p.m.

- Entrance may open at 9:30 a.m. on Public Days, depending on circumstances.

### Changes from last year (TGS2022)

- Admission restrictions for elementary school students and younger will be removed on Public Days. Elementary school students and under will be allowed to enter.
- A cosplay area (including cosplay changing rooms) will be set up.

※1 Disabled persons' identification cards will be sold at the venue.



# Real (In-Person) Exhibit Area

Hall 1-8

## General Exhibition Area 4 days

Area features digital entertainment products and services

[Exhibit Products/Services] game software, game console, other game-related products/services

● **Regular Booth**  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth**  
(2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



Hall 1-8

## Smartphone Game Area 4 days

Area features smart device game on iOS, Android smartphones, social games on mobile device and PC browser.

[Exhibit Products/Services] smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.

● **Regular Booth**  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth**  
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Note: 10% Japanese consumption tax will be added.



Hall 1-8

## Gaming Hardware Area 4 days

This area is designed to deliver hardware and gaming devices to a wide range of PC game users.

[Exhibit Products/Services] Gaming PC, Game-related Devices, Control Devices.

● **Regular Booth**  
(3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth**  
(2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.





# Real (In-Person) Exhibit Area

New

Hall 1-8

## Gaming Lifestyle Area

4 days

For game users, gaming is a way of life. This area proposes game furniture, soundproof rooms, soundproof apartments, and products and services that create a comfortable gaming environment.

[Exhibit Products/Services] Products specialized for gaming lifestyle, products and services that offer a comfortable gaming lifestyle, etc.

### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

### ● Turnkey Booth (2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



Renewal

Hall 1-8

## Game Academy Area

4 days

Area spotlights game schools for future game developers, research institutes.

[Exhibit Products/Services] high school, game vocational School, university, graduate school, research institutes, etc.

### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

### ● Turnkey Booth (2m in width X 2.5m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



Hall 9-11

## Indie Game Area

4 days

Area for indie game developers and publishers to showcase their completely original games for all platforms.

[Exhibit Products/Services] Completely original indie game software (secondary content cannot be exhibited regardless of whether or not permission is granted)

※Game platform company can not exhibit in this area. TGS offers special sponsorship plan for game platform companies. For more detail, please contact OMO.



### ● Regular Booth (3m in width X 3m in depth)

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

### ● Turnkey Booth (2m in width X 2m in depth)

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



### ● Selected Indie 80 (1m in width X 2m in depth) **Prior Screening Required** Refer to Selected Indie 80 call for entry

Free exhibit slots are available with the aim of supporting small teams, startups and other indie game developers who are exploring new game possibilities and seeking publishers and business partners.

※Prior screening is required to entry. The application process is different from the regular exhibition.

※Please refer to "Selected Indie 80 Call for Entry" for more detail.



# Real (In-Person) Exhibit Area

Hall 9-11

## AR/VR Area

4 days

Area features AR(Augmented Reality)・VR (Virtual Reality)・MR(Mixed Reality)related game software, hardware

[Exhibit Products/Services] AR/VR/MR-related hardware, related game, development tools and services

● **Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth (2m in width X 2m in depth)**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.

※About the exhibition of VR equipment for amusement game

AR/VR Area and other areas of the TOKYO GAME SHOW are not intended for the exhibition of amusement-only VR equipment. However, devices that can be used with game consoles may be exhibited.

**New** About TGS VR Set Plan

Exhibit in the AR/VR Area and get a 10% discount on the booth fee!

Exhibiting in the TGS VR 2023 with an exhibit in the AR/VR Area will receive a 10% discount on the booth fee.

In addition, the standard exhibition fee for each exhibition plan of TGS VR will be reduced by 10%! (Please refer to the attached "TGSVR Exhibit Guide") will also be discounted by 10%!Please take this opportunity to consider exhibiting with a set plan.

\*The set discount is only available for those who have met the application deadline



Hall 9-11

## eSports Area

4 days

Area features e-Sports games (console, smartphone, and PC), hardware, devices, peripherals that related to e-Sports

[Exhibit Products/Services] e-Sports related game software, gaming PC, gaming device, and e-Sports services

● **Regular Booth**

**(3m in width X 3m in depth)**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

● **Turnkey Booth**

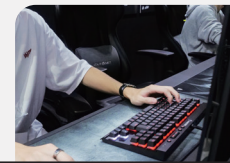
**(2m in width X 2m in depth)**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



Hall 9-11

## Merchandise Sales Area

4 days

Area for merchandising of game-related products.

[Exhibit Products/Services] music CD, video products, related hardwares, and game-related merchandises,books, etc.

※Only publishers exhibiting in other sections can sell game software.

※From 2023, the maximum price limit for products for sale has been removed.

● **Regular Booth**

**(3m in width X 3m in depth)**

**Booth Fee: JPY 440,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 594,000.- per booth (tax incl.)**

※Turnkey booth scheme does not set at Merchandise Sales Area.

※Exhibit promotions and booth events of game software are not allowed.

※Sales of game software is exclusively allowed for exhibitors who have booths in other areas.

※Merchandise Sales Area is expected to be very crowded. Please be taking consideration the waiting space for visitors in the booth in advance, taking into consider in the booths.

Note: 10% Japanese consumption tax will be added.





# Real (In-Person) Exhibit Area

**BtoB PROGRAM** Hall 1-8

## Business Solution Area

Business 2 days 4 days

**Area featuring for game-related BtoB companies/organizations. This area offers both 2-days and 4-days exhibit day options.**

[Exhibit Products/Services] Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions

**Regular booths can be exhibited for 2 days on Business Day or 4 days. Turnkey booths are only available for the two Business Days. TGS Forum Sponsorship Sessions are also available as an option. Please refer to TGS Forum Sponsorship Session Guide for more detail.**

- Regular Booth** 2 days 4 days

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

**Shell Scheme: JPY 539,000.- per booth (tax incl.)**

※For exhibitors exhibiting only on the two Business Days, move-out time will be approximately two hours after the end of the Business Day. Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

※Shell Scheme Package including system walls, electricities is available with additional charge. Please refer to [Guide for Package Booth] for more detail.
- Turnkey Booth (2m in width X 2m in depth)** 2 days


**Exhibition Period: September 21 & 22**

**Booth Fee: JPY 275,000.- per booth (tax incl.)**

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



**BtoB PROGRAM** Hall 1-8

## Asia/Eastern Europe/Latin America New Stars Area

Business 2 days 4 days

**This is the exhibition area targeting emerging companies in regions such as Asia, Eastern Europe and Latin countries. The concept is to introduce local new stellar companies such as promising game venture companies.**

[Exhibit Products/Services] Overseas companies from various regions that want to enter the Japanese and global market

- Shell Scheme Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 539,000.- per booth (tax incl.)**

※One exhibitor can apply for up to 3 booths. Please contact OMO if you wish to apply for 4 or more booths.


※Please refer to [Guide for Package Booth] for more detail.
- Space Only Regular Booth (3m in width X 3m in depth)**

**Booth Fee: JPY 385,000.- per booth (tax incl.)**

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Note: 10% Japanese consumption tax will be added.

**Asia New Stars Area**  
**Eastern Europe New Stars Area**  
**Latin America New Stars Area**



**BtoB PROGRAM** International Conference Hall

## Business Meeting Area

Business 2 days

**TGS sets "Business Meeting Area" where allows for meaningful business discussion in a quiet, calm atmosphere during Business Day at TGS. The area offers to private meeting room booths and basic table space at lower fees.**

[Exhibit Products/Services] Game-related BtoB companies/organizations

- Meeting Room Booth**

(Closed conference room space is available for one company.)

**JPY 539,000.- (tax included)**

**For exhibitors with booth in other area**

**JPY 429,000 (tax included)**

※Please ask the OMO if you apply for 4 or more booths.


※Please refer to [Guide for Package Booth] for more detail.
- Basic Table Space**

(Exclusive table meeting space is available for one company.)

**JPY 220,000 (tax included)**

※Please ask the OMO if you apply for 4 or more booths.

※Please refer to [guide for Package Booth] for more detail.



## Real (In-Person) Exhibit Area

# Covid-19 Infection Protection

Exhibitors are requested to operate their booths with attention to preventing the spread of Covid-19.

However, the regulations on infectious disease control may be subject to change according to government policy at the time of TGS2023.

### About Exhibit Rules

**If you wish to exhibit, please refer to "Rules Governing TOKYO GAME SHOW 2023" (Refer to page 26).**

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2023" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").



# For Real (In-Person) Exhibit at Makuhari Messe

## Exhibit Area

Real(in-person) exhibitors at the TOKYO GAME SHOW can choose to exhibit at the booth for 2 days ONLY (\*1) on the Business Days (September 21 [Thu] and 22 [Fri]) or for the entire 4 days (\*1). Please note that the schedule and amount of money you can choose depends on the exhibit area and contents.

**The exhibition halls will be located throughout Makuhari Messe (Halls 1-11, International Conference Hall, and Event Hall), but the halls may be changed depending on the number of exhibitor applications. The actual layout will be announced at the exhibitor briefing to be held on Tuesday, July 4.**

Target	Exhibit Area	Exhibit Product / Services	Exhibit Day	Booth Type		Merchandising	Exhibition Hall	Remarks for Real (In-person) Exhibit
				Package Booth	Turnkey Booth			
For Public and Business Day Visitors	General Exhibition	game software, game console, other game-related products/services	4-Days Exhibit	●	●	×	Hall 1-8	
	Smartphone Game	smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.	4-Days Exhibit	●	●	×	Hall 1-8	
	Gaming Hardware	gaming PC, Headphone, Controller, Gamepad, Keyboard, Joystick, Other Hardware Devices	4-Days Exhibit	●	●	×	Hall 1-8	
	Gaming Lifestyle	indie game ※Please refer to the area detail of exhibit target on page	4-Days Exhibit	●	●	×	Hall 1-8	
	Game Academy	high school, game vocational School, university, graduate school, research institute, etc.	4-Days Exhibit	●	●	×	Hall 1-8	
	Indie Game	indie game contents ※Please refer to page 9 for more details.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
	AR/VR	AR/VR/MR related hardware, related game software, development environment, related services, etc.	4-Days Exhibit	●	●	▲*3	Hall 9-11	Package plan with TGSVR is available.
	e-Sports	e-Sports related game software, gaming PC, gaming device, and e-Sports services	4-Days Exhibit	●	●	▲*3	Hall 9-11	
Merchandise Sales	music CD, video products, related hardwares, and game-related merchandises,books, etc.	4-Days Exhibit	●	—	●	Hall 9-11		
For Business Day Visitors	Business Solution	Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions	4-Days or 2-Days Exhibit/ Business Day	●	●	×	Hall 1-8	Turnkey booth is available ONLY for Business Day (2-days) exhibit.
	Asia New Stars	Overseas companies from Asia/Eastern Europe/Latin America that want to enter the Japanese and global market	4-Days or 2-Days Exhibit/ Business Day	●	—	×	Hall 1-8	
	Eastern Europe New Stars			●	—	×		
	Latin New Stars			●	—	×		
	Business Meeting Area	Game-related BtoB companies/organizations that wish to hold business meeting	2-Day Exhibit (Business Days)	※	※	×	International Conference Hall	※Please refer to "Business Meeting Area" for more detail.

\*1 Booth exhibits (Regular Booth and Turnkey Booth) include the contents of Online Exhibits.

\*2 For booth exhibitors, only sales of newspapers and books are allowed in areas other than the Indie Game Area and Business Meeting Area.

\*3 Exhibitors are allowed to sell exhibits, but not related products or goods. In addition, merchandise sales are allowed only in regular booths. Exhibitors in turnkey booths and "Selected Indie 80" exhibitors in the Indie Game Area are not allowed to sell merchandise.

## Exhibit Booth

There are two types of exhibit booths: Regular Booth and Turnkey Booth. If you choose to exhibit in Regular Booth (3mx3m), ONLY the space is included in the exhibition fee.

If you choose to use Regular Booth, you will be required to prepare your own booth furniture and fixtures or use a package (shell scheme) booth provided by TGS Management Office (additional fee).

If you wish to exhibit in Turnkey Booth, you will be required to use a booth that includes basic decorations prepared by TGS Management Office (including the exhibition fee).

There are restrictions on the size and shape of the booth, so please refer to TGS Exhibition Regulations.



Regular Shell Scheme Booth (3mX3m/Booth)



Turnkey Booth (One Booth: 2mX2m/Specification may change by exhibiting area.)

# For Real (In-Person) Exhibit at Makuhari Messe

## Content Provided to Real Exhibitors

The following contents, services, and functions will be provided to real exhibitors.  
For details, please refer to the Online Exhibition Guide.

- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction page on TGS Official Website. (The exhibitor introduction page will be available in both Japanese and English (Japanese and English information will be provided by exhibitor).)
- Exhibitors can use TGS Business Matching System provided by TGS with free of charge, which enables exhibitors to make appointments and conduct business meetings with other exhibitors and participants with business purposes (to be recruited separately) in a one-stop service. (Both in real and online).

## Priority Order of Booth Location Selection

• The location of booths will be determined at a booth location selection meeting to be held on June 12, 2023, (for exhibitors that applied for 40 booths or more) and July 4, 2023 (for exhibitors that applied for fewer than 40 booths).

※If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

• Method of Booth Location Selection

### ● For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

### ● For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2022) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

※It is not possible to change the number and configurations of booths at the booth location selection meeting.

※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.

※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

※Depending on the state of applications, there may be cases in which the selection method will be changed in advance.

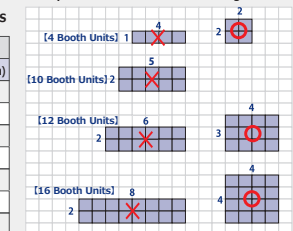
In that case, the OMO will send notification before the booth location selection meeting.

- Exhibitors with less than 40 booth spaces may exhibit a maximum of 7 booth spaces, both vertically and horizontally, with a height/width ratio of less than 1:3. However, exhibitors are allowed to have 1 vertical booth x 3 horizontal booths and 4 vertical booths x 8 horizontal booths.
- For exhibitors with 40 or more booth spaces, the maximum number of vertical booth spaces should be 7, and for exhibitors with less than 7 vertical booth spaces, the maximum number of horizontal booth spaces should be 8.
- For exhibitors with 49 or more booth spaces, please apply for booths in multiples of 7. In such cases, be sure to use 7 booth spaces for the vertical.

Available Booth Size Configurations for 40 booth units or less

		Width: (booth units/m)							
		1(3m)	2(6m)	3(9m)	4(12m)	5(15m)	6(18m)	7(21m)	8(24m)
Depth (w/stand up booth)	1(3m)	●	●	●	×	×	×	×	×
	2(6m)	●	●	●	●	×	×	×	×
	3(9m)	●	●	●	●	●	●	●	×
	4(12m)	×	●	●	●	●	●	●	●
	5(15m)	×	×	●	●	●	●	●	●
	6(18m)	×	×	●	●	●	●	●	●
	7(21m)	×	×	●	●	●	●	●	●

Example: Available Booth Size Configurations





# Online Exhibits

TGS2023 is looking for exhibitors from companies and organizations that aim to expand BtoB and BtoC information about games.

For "Online Exhibitors," each exhibitor can post information on the exhibitor introduction page on the WEB, provide free trial experience, and conduct online business meetings.

## Exhibit Area

- General Exhibition
- Smartphone Game Area
- AR/VR Area
- e-Sports Area
- Gaming Hardware Area
- Gaming Lifestyle Area
- Game Academy Area
- Indie Game Area
- Merchandise Sales Area
- Business Solution Area
- New Stars Area (Asia/Eastern Europe/Latin)
- Business Meeting Area

※TGS2023 has set exhibition categories so that visitors can easily access exhibitor.

Each exhibitor will be picking appropriate category, but no difference on exhibition menu between different categories.

※Each exhibitor with one exhibit ONLY in the same category. Multiple exhibits will be available with different exhibit applications. No co-exhibitor can be joined at TGS2023. Online exhibitors may not exhibit together with more than one company.

※CERO (Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" rating.

<https://expo.nikkeibp.co.jp/tgs/2022/pdf/Guidelines.pdf>

## Exhibit Rules

**Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2023".**

Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (CESA), as well as Nikkei Business Publications, Inc. and DENTSU Inc.

## Contents and Services Provided to Exhibitors

**Exhibitors will be provided with the following contents, services, functions.**

- Exhibitor names will be posted on the "Exhibitor List" page. In addition, we will link from the exhibitor list page to each exhibitor introduction page.
- The exhibitor introduction page will be available in English and Japanese (information in English and Japanese prepared by each company will be posted).
- One-stop service from TGS Business Matching System to online business meeting.

## Exhibit Fee

**JPY 275,000**

(tax inclusive)

## TGS Official Website

### Exhibitor's Introduction Page (Image)

<b>Exhibitor Name</b>		Exhibitor Logo Image
Exhibiting Area	Exhibition Hall	
Exhibitor's Website	Exhibitor's Website	
TGS2023 Exhibitor's Special Site	Official Exhibitor Program	
TextTextTextTextTextTextTextTextTextText TextText TextText TextText		Exhibitor Outline
In-Booth Event Program		
Exhibiting Titles		
Merchandise Sales		

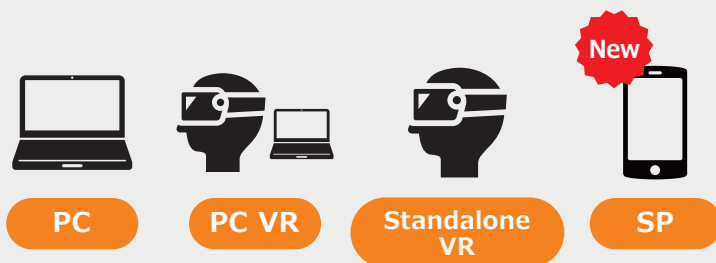
## Contents & Functions of Exhibitor's Introduction Page (Planned)

- Logo and Image (Game Play, etc.)
- Introduction Text
- Exhibit Category Tag
- Web Linkage
- Video Linkage
- Linkage to Business Matching System

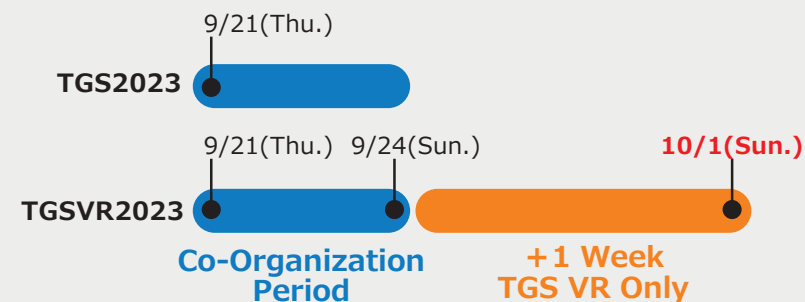
# TOKYO GAME SHOW Virtual Venue TOKYO GAME SHOW VR 2023

TGSVR2023 is empowered!

The Immersive Experience Remains  
the Same Now Available on Smartphones



Duration: Thursday,  
September 21 - Sunday, October 1,  
extended to 11 days (+1 week)



Last year's TOKYO GAME SHOW VR 2022 was successfully realized as a virtual venue of TOKYO GAME SHOW in a form of co-creation with many stakeholders. The total number of visitors was approximately 390,000, and the average time spent per user was approximately 33 minutes. For the 2023 event, the duration has been extended to 11 days (+1 week) to allow visitors to experience the event on their smartphones as well. With these changes, we will create a new TGS experience and a space that will enable us to offer TGS content to a wider audience. By participating in TGS VR, exhibitors will be able to set up their own booths and content in the virtual venue, exhibit their booths in the virtual space, experience new content, and provide a conduit for purchasing products. The contents will contribute to the maximization of exhibitors' promotions.

※This document is a proposal document as of March 2023 (date of distribution), and implementation details are subject to change. The measures in this document are not promised to be provided only to your company, nor are they promised to be implemented in your project.



# TGSVR Attractions

Maximize promotions by creating unique exhibits and experiences at virtual venues



1

Creating original booths that can only be realized in virtual space and creation of experience content

2

Reach a wide range of game fans in Japan and abroad, including those who cannot come to real venues

3

Spreading the experience from the visitor's perspective, including posting images/ videos on SNS and YouTube

4

PR effects through media exposure can also be expected. (TGSVR2022 Total advertising value equivalent: over JPY1.1 billion)

# TGSVR2023 Exhibit and Sponsorship Plans

Please refer to「TOKYO GAME SHOW VR 2023 Exhibit・Sponsorship Guide」for more detail.

## Only for Game-related Companies, VR Platformers

### TGSVR2023 Exhibit Plan

Exhibit Plan

#### GOLD

Large-scale in-house space is created in the center of the exhibition area. Customized production and game world embodiment are available upon request.

**JPY22,000,000.- and up**

#### SILVER

Create your own space in the exhibition area. Customized production to meet your needs and to embody the world of the game.

**JPY11,000,000.- and up**

#### BRONZE

Create your own space in the exhibition area. Possible to provide a unique virtual experience based on the exhibiting pattern.

**JPY6,600,000.- and up**

The above prices are for a basic exhibit that does not include customized production. Customization and game world embodiment are subject to separate production fees depending on the product.

### TGS Physical (In-Person) Venue 「AR/VR Area」 Set Exhibit Plan

AR/VR Area" of TOKYO GAME SHOW to be held at Makuhari Messe and the plan allows exhibitors to exhibit at a special rate for both the "AR/VR Area" of TOKYO GAME SHOW at Makuhari Messe and "TGSVR2023".

※The content of the exhibit is the same as the "TGSVR2023 Exhibit Plan" above in principle.

※Considering measures to obtain synergistic effects by exhibiting in both areas.

**「AR/VR Area」Booth Fee & TGSVR2023 Basic Exhibition Fee**  
**10%OFF**

## ONLY for Non-Exhibitor

### TGSVR2023 Promotion Sponsorship Plan

Sponsorship Plan

#### PREMIUM

A top-of-the-line plan that provides a full Metaverse experience. Create an advertising experience that users enjoy not by watching, but by experiencing.

**JPY55,000,000.- and up**

#### STANDARD

This plan can be used to create and introduce a proven track record in the Metaverse. Create an advertising experience that users enjoy not by watching, but by experiencing.

**JPY16,500,000.-and up**



# TGS Business Matching System

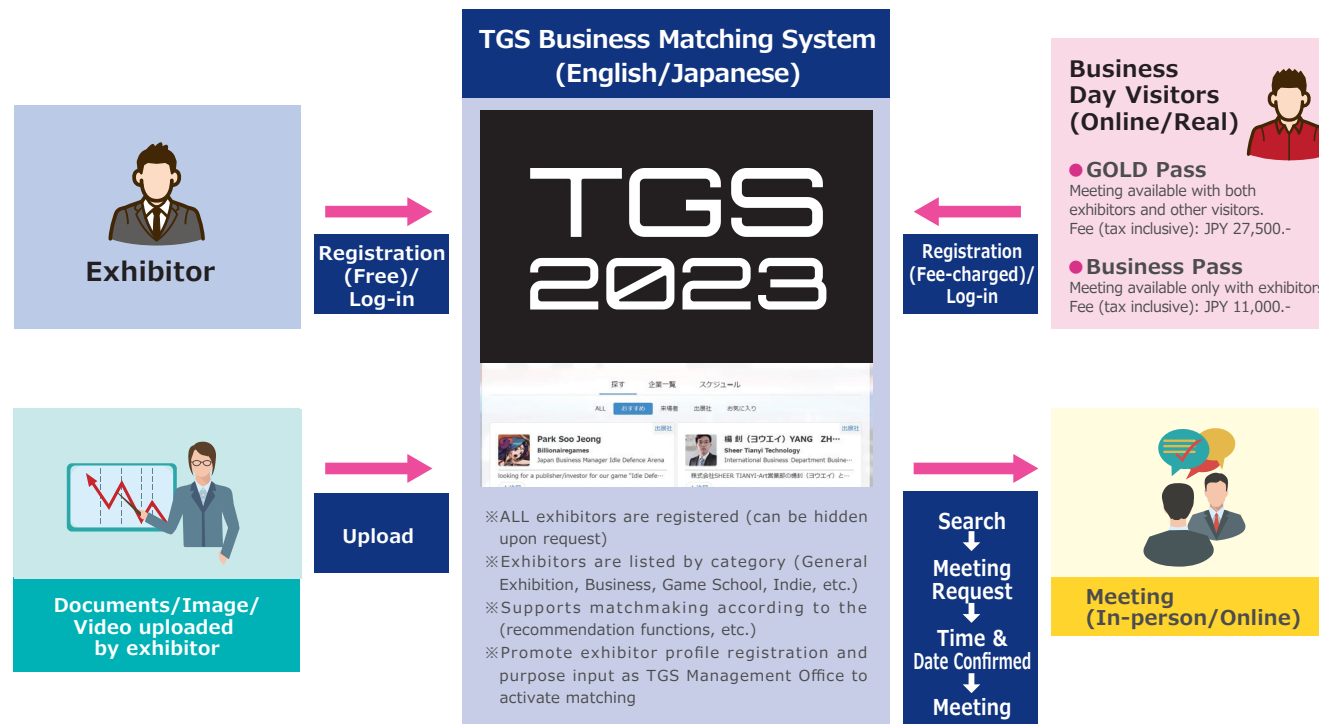
Available from Friday, August 4 (planned)

TGS2023 will introduce a business matching system that can be used free of charge by all exhibitors in order to support the enhancement of the game industry and business meeting. This system is enable to one stop from meeting request through online meetings.

In addition to exhibitors, paid business visitors are also registered, so it is possible to have online business meetings between exhibitors and paid participants as well as between exhibitors on this system.

This system is a hybrid system that allows you to make appointments for both real and online business meetings. Both real and online exhibitors will be able to schedule business meetings efficiently.

The business matching system is scheduled to start operating on August 4 (Fri.), and business meetings can be set up from September 21 (Thu.) to September 24 (Sun.).



# Official Exhibitor Program

TGS Official Exhibitor Program will be broadcast from around 10:00 a.m. to 24:00 a.m., and will be available on YouTube, Twitter, NicoNico, and various other video platforms in Japan and overseas. It will be available on YouTube, Twitter, NicoNico, and various other video platforms in Japan and abroad.

In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)" TGS prepares a frame for distributing exhibitor programs (as TGS Official Exhibitor Program).

Join the "TGS Official Exhibitor Program" where the official exhibitor programs can be distributed.



※Please refer to "Guide to TGS Official Exhibitor Program" for more detail.

## Official Exhibitor Program (Regular Distribution) Participation Fee ※Fee is based on 50 minutes per one slot.

● **General Slot** JPY 2,750,000.- (tax incl.)

● **Golden Slot** JPY 3,850,000.- (tax incl.)

※This participation fee does NOT include exhibition fees for TOKYO GAME SHOW 2023. ONLY exhibitors on this (either online or real) event are eligible to participate the program.

※General Slot:11:00a.m. ~ 5:50p.m. Golden Slot:6:00p.m. ~ 11:50p.m.

## Program Outline

The program provides participating exhibitors the following items, service and functions.

### ● Providing Exhibitor's Slot in Official Program (50 minutes per slot)

\*1 Slot: 50 minutes ※Up to 2 consecutive slots (Total 110 minutes) available upon availability. (Exhibition Fee for the program will be double.)

### ● Available Slots: September 21 (Thu.) through September 24 (Sun.)

\*Available Slots: See previous page in "Yellow" for General Slots and "Brown" for Golden Slots.

\*Contact OMO if you wish to deliver at a time other than the program frame in the timeline.

### ● Programs will be streaming at the following TGS channels.

**YouTube/Twitter/niconico/Twitch/Facebook/TikTok/STEAM/DouYu/  
bilibili/HUYA/Douyin/Xigua/Toutiao**

\*The above video platform is subject to change without prior notice.

\*Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

### ● Program Time Slot is decided by "Program Time Slot Selection Meeting" with followed by 2 selection priority orders

\*TGS2023 Official Exhibitor Program Time Slot Meeting will be holding on June 20 (for Priority ① and ②) and June 30 (for Priority ③ and ④).

At the meeting, each exhibitor picks up the appropriate slot(s) in the order of selection priorities. After selecting by Priority ① and ② exhibitors, the Management Office will inform the exhibitors of Priority ③ and ④ for the vacant time slots in advance.

In case of a larger number of exhibition applications exceeding the available slots, it will be possible that the available time slots will be filled before all the selection orders come around.

In this case, if there are no more available slots, exhibitor will be asked to decide whether to cancel the exhibition (no cancellation fee will be charged.)

The right of decision by applicable exhibitor(s) will be remained by one business day after the selection meeting.

(e.g.) In case an exhibitor who applied for Golden Slot does not have any Golden Slot available at the time of selection, the exhibitor may cancel the application without paying for any cancellation fee.

However, if there is a Golden Slot available, even if it is not the time slot you originally requested, an exhibitor will be charged a cancellation fee if it may cancel.

\*It is possible to select a different time slot from the one you applied for at the program slot selection meeting (General Slot or Golden Slot). The participation fee for the determined time slot will be applied.



TGS Management Office will take measures to prevent Covid-19 infection when producing the programs. Kindly give considerations to the viewers not only in the operation of the recording but also in the production onsite.

## Selection Priority for Official Exhibitor Program

※Program Time Slot Selection Meeting will be holding online.

**Priority ①:**Game Console Platform Company

**Priority ②:**Exhibitor that participated in the preceding show (TGS2022) with Official Exhibitor Program

**Priority ③:**Exhibitor that participated in the preceding show (TGS2022)

**Priority ④:**Other Exhibitor

※For priority ① and ②, the exhibitors with the largest number of slot participations in 2022 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※"Exhibitors who have met the application deadline" means exhibitors whose application forms reach the Secretariat by the application deadline.

※1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

# Official Exhibitor Program

## Offering to Participating Exhibitors

- **The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.**

※It will be live-streamed from the studio set up by the organizer at Makuhari Messe. If the exhibitor wishes to use the studio other than provided studio, please arrange by the exhibitor. In addition, in the case of distribution from another studio, an additional distribution fee will be charged.

※Regular transmissions can also be made from exhibitor booths at Makuhari Messe. In this case, the video must be transmitted to the organizer as if it were transmitted from a separate studio. However, no additional transmission fee will be charged for regular transmission from an exhibitor's booth at Makuhari Messe.

※The basic set of the studio is a digital background created by chroma key composition. If the performer is unable to come to the studio, online participation will be available. (Upon consultations).

※If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.

※The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

- **In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)**

※Organizer assigns simultaneous English/Japanese interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English/Japanese.

- **Simulcast will be delivered on TGS Official Channel.**

※Simulcast video platforms are planned to be YouTube, Twitter, niconico, Twitch, Facebook, TikTok, STEAM, DouYu, bilibili, Huya, Douyin, Xigua, Toutiao and other platforms.

※The above video platform is subject to change without prior notice. Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

※The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.

## Optional Menu

- **For special designs / decorations, productions, and other options tailored to the exhibitor, Management Office will make a separate quotation upon consultation.**
- **Casting of guests (celebrities, voice actors, etc.) and various customization services are not included in the participation fee. Please refer to the "Guide to TGS Official Exhibitor Program" for details on these options.**

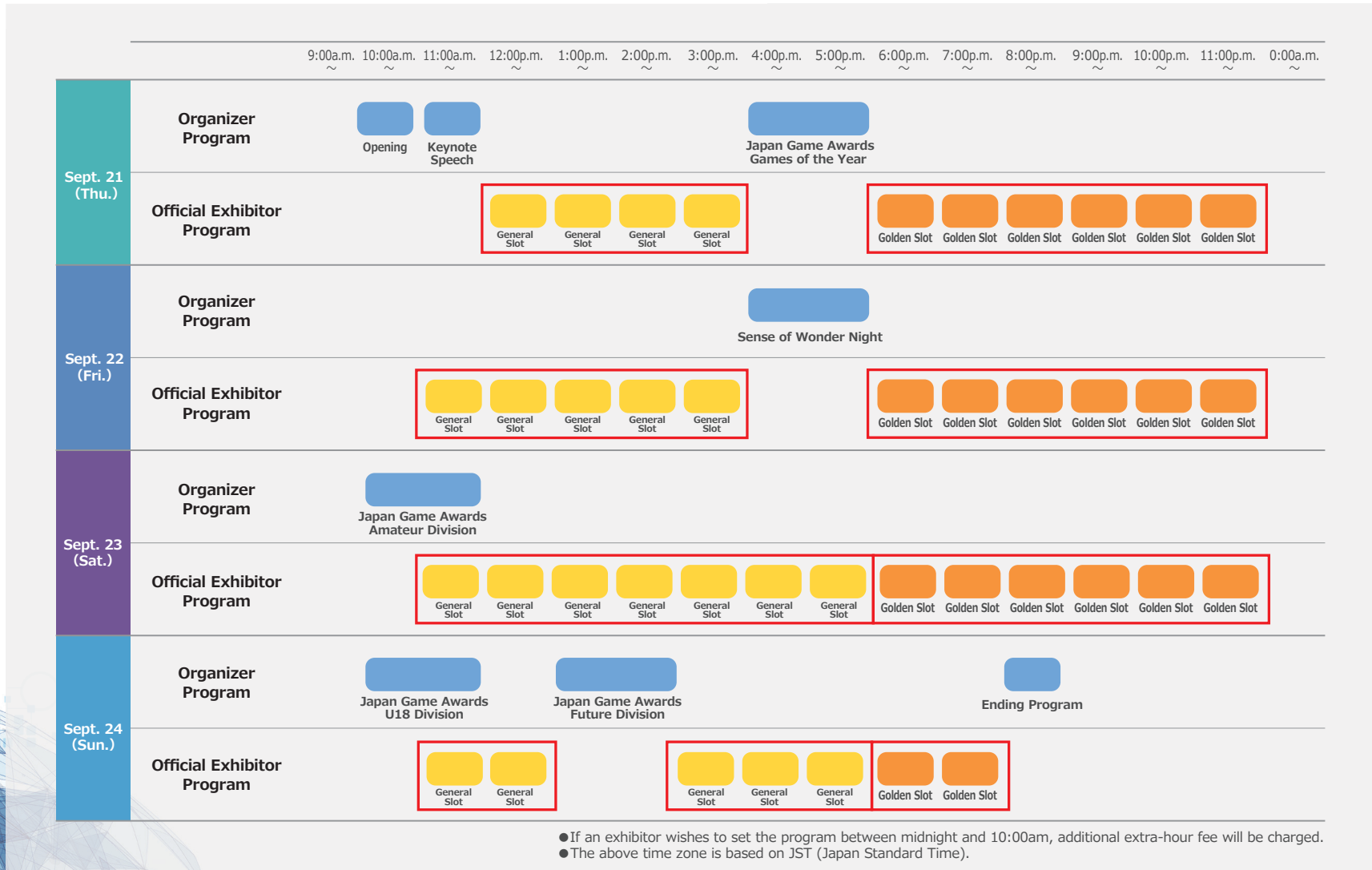


# Official Exhibitor Program Slot Time Schedule (Tentative)

※Timetable is subject to change without prior notice.

■ Organizer Program   
 ■ General Slot   
 ■ Golden Slot

● Exhibitors can select the implementation frame of Official Exhibitor Program from the part surrounded by red line.



- If an exhibitor wishes to set the program between midnight and 10:00am, additional extra-hour fee will be charged.
- The above time zone is based on JST (Japan Standard Time).

# TGS Forum Sponsorship Session ※New: e-Sports Conference (Organized by Japan esports Union)

TGS Forum, a seminar program focusing on the latest trends and business developments in the game industry, will be held during the Business Days of TGS2023. This year, the event has been expanded to two days on Thursday and Friday. Exhibitors will be able to present their products, services, and technologies to industry professionals during the two-day "Sponsorship Sessions".

In particular, this year, the Japan e-Sports Union (JeSU) will establish an e-Sports Conference within the TGS Forum, which will focus on e-sports, and seminars related to the e-sports business will be strengthened. The TGS Forum will be streamed live and archived for a limited time. The e-Sports conference will be available online to TGS Business Day registrants as well as JeSU member companies and organizations. On-demand plans are also available for online exhibitors, who can also stream seminar videos.

### Real Venue Session

Two types of sponsorship slots for real venue sessions with different seating sizes and lecture times. New this year, the "e-Sports Conference" (sponsored by JeSU), which focuses on the theme of e-sports business, will be held on Friday, 22 September. Not only TGS2023 Real exhibitors, but also JeSU member companies and organizations can be sponsored this slot (30-minute slot only).

Regular Session <R>	Short Session <S>	e-Sports Conference <J> <span style="color: red; font-weight: bold;">New</span>
※Available Slots: 3 ※Eligibility: TGS2023 Physical Exhibitors	※Available Slots: 10 ※Eligibility: TGS2023 Physical Exhibitors	※Available Slots: 5 ※Eligibility: TGS2023 Physical Exhibitor- JeSU Member Companies/Organizations
■ Time / Fee 60min. / JPY1,320,000.- (tax incl.) ■ Real Venue 120 pax	■ Time / Fee 30min. / JPY880,000.- (tax incl.) ■ Real Venue 60 pax	■ Time / Fee 30min. / JPY880,000.- (tax incl.) ■ Real Venue 60 pax

NOTE: Only [Real Venue Session] is eligible menu for real exhibitors of TGS2023. Therefore, exhibiting a booth or participating in the Business Meeting Area (business meeting area) is required to participate in this event. However, JeSU member companies and organizations can be sponsored by the "e-Sports Conference" slot even if they are not exhibiting at TGS2023.

■ Speaking Slots  
 <R>: Regular Session (60min.), <S>: Short Session (30min.), <J>: e-Sports Conference (30min.)  
 Each session slot timeframes are subject to change.

Sept. 21(Thu)	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		Organizer's Session		R1	R2	R3	
Short 60 pax		Organizer's Session		S1	S2	S3	S4
Sept. 22(Fri)	10am	11am	12	1pm	2pm	3pm	4pm
Short 60 pax		Organizer's Session		S6	S7	S8	S9
Short 60 pax		JeSU Organizer's Sesion		J1	J2	J3	J4

└─ e-Sports Conference(Organized by:JeSU)

### Online Session

Online Sessions is available for exhibitors to deliver their seminar videos on-demand.

**TGS Forum Online Session**  
※Eligibility: TGS2023 Exhibitors

**Time / Fee 30min. / JPY550,000.- (tax incl.)**  
※TGS Business Day registration is required to watch the sessions.

**e-Sports Conference Online Session**  
※Eligibility: TGS2023 Exhibitors·JeSU Membership Companies/Organizations
New

**Time / Fee 30min. / JPY550,000.- (tax incl.)**  
※TGS Business Day registration or JeSU Members are required to watch the sessions.

■ Online Session Outline

- Seminar videos will be distributed designated on demand channel.
- TGS Online Sessions" can be viewed by TGS Business Day registered visitors and TGS2023 exhibitors.
- "e-Sports Conference Online Sessions" can be viewed by TGS Business Day registered visitors, TGS2023 exhibitors, and JeSU member companies.
- Only exhibitors (real or online) can be sponsored "TGS Online Sessions".
- "e-Sports Conference Online Sessions" are open to exhibitors (real and online) as well as JeSU member companies and organizations. The seminar video must be pre-recorded and delivered with a complete package with its lengths must be no longer than 30 minutes.

#### Other Sponsorship·Advertising Menu

<p>● <b>e-Sports Conference Special Sponsorship</b>                      Special sponsorship menu (with competition exclusion) to promote "companies/organizations involved in the e-sports business and not eligible to exhibit at TGS" to the real venue audience of the e-sports conference and the online</p>	<b>Sponsorship Fee</b> <b>JPY1,650,000.-</b> (tax incl.)
<p>● <b>Video Commercial</b>                      Video advertisement (30 seconds or less) before the start of all sessions, including the eSports Conference, for the audience at the venue and online viewers</p>	<b>Advertising Fee</b> <b>JPY330,000</b> (tax incl.) <small>※Available Slots: 4</small>

Please refer to "TGS Forum Sponsorship Session Guide" for more detail.

Closing Date: June 16 (Fri.), 2023

# Other Organizer's Projects/ Exhibit & Sponsorship Plans

(Detail will be announced)

## ● "Creator Lounge"

This year, a new area, tentatively called "Creator's Lounge," will be set up where creators who distribute live video games on video-sharing sites and social networking services can play and edit their videos in the venue. In this area, we plan to offer sponsorship plans for creators' management companies and companies that provide products, equipment, and services for creators. As soon as the details are finalized, we will announce the details on the official website and by e-mail.

## ● "SENSE OF WONDER NIGHT" Gateway to success for indie game developers.

"Selected Indie 80" (formerly known as "Selected Exhibit"), which allows indie game developers to exhibit for real for free, will be available again this year. (Please refer to the official website for details on the call for entries). The entry period is from February 28 (Tue.) to April 30 (Sun.), 2023. 80 titles can be exhibited as "Selected Indie 80," and the developers of the selected games will be nominated as finalists for the Sense of Wonder Night 2023 (SOWN 2023), a pitch event where they can compete with their ideas. 2023), a pitch event for game developers to compete with their ideas. The presentations will be broadcast live as an official program.


## ● International Party

On the evening of the second Business Day (September 22), TGS2023 will hold a networking party for domestic and international exhibitors, members of the press, and Business Day Gold Pass holders to exchange business ideas. (Location:TBA)

## ● "STEAM" Special Venue

A special page dedicated to TGS2023 will be opened on the PC game distribution platform STEAM, displaying TGS exhibitors' titles distributed on STEAM by categories such as "game genres" and "unreleased titles" to attract visitors to the sales page.

## ● Advertising Menu/Special Sponsorship (Fee-Charged)

TGS offers a plan for signage and banner advertising on real traffic lines inside and outside the venue, as well as on online traffic lines. TGS2023 also have a special sponsorship menu that allows non-gaming related companies to promote their products at TGS2023. Plan using these services in conjunction with your exhibit. For details, please refer to the attached **"TGS2023 Advertising and Sponsorship Guide"**. 

## ● Organizer's Special Stage at Makuhari Messe Event Hall

At TGS2023, a special stage will be set up by the organizers in the Makuhari Messe Event Hall. Various stage programs, including keynote speeches, which are new this year, are planned. We also plan to sell sponsorship packages for the available stage slots. As soon as the details are finalized, we will announce them on the official website and by e-mail.

## ● eSports Competitive Tournaments/Invitational Tournaments/Community Meetup Events

Competitive/Invitational tournaments by gaming teams, professional gamers and streamers, and community events will be held on the organizer's special stage above. As soon as the details are finalized, we will announce them on the official website and by e-mail.

**In addition, TGS2023 is planning various projects. Will be posting as soon as possible on TGS official website.**





# Press Services for Exhibitors

## ● Press Information Distribution Service (Free)

Exhibitor's own press release and coverage guides will be distributed free of charge to approximately 2,500 domestic and 1,600 overseas presses registered with TGS. In case the exhibitor wishes to utilize for interview and information distributions, the service is an ideal opportunity. This service offer to limit to only 2 companies per day.

※This service is first-come, first-serve basis. If you wish to distribute to overseas media, please provide English data in advance.

## ● Media Partner System

Media Partner System has been set among significant game-related media such as magazines, websites and video services at TGS2023. TGS Management Office have created an environment that we can deliver high-quality news and articles by media partners with popular media around the world.

## ● Exhibitor News

TGS2023 has "Exhibitor News" column where exhibitors post information.

# Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2023" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

## Rules Governing TOKYO GAME SHOW 2023

### ■ TOKYO GAME SHOW 2023 Overseas Management Office (OMO)

The OMO is the operating secretariat of TOKYO GAME SHOW 2023 organized by the Organizer and Co-organizers of the SHOW.

### ■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and OMO pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or OMO deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and OMO both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and OMO shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or OMO for the full amount of any damages incurred.

### ■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies and other organizations supplying game software and game products and services consistent with the purpose of the SHOW set by the Organizer. The Organizer and OMO have the right to determine if any product or service is consistent with the purpose of the SHOW.

### ■ Execution of Contract

The OMO will receive applications from companies and other organizations that wish to exhibit in the SHOW. The acceptance of email upon the application shall be issued after reviewing the details of the application. The issuance of the acknowledgment shall constitute the completion of the contract between the OMO and the Exhibitor to exhibit in the SHOW.

### ■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

1. Exhibits are limited to those that meet the Ethical Rules of CESA (Computer Entertainment Supplier's Association). The real (in-person) and online sales of products related to software not in compliance with the Ethical Rules of CESA and online sales of software-related products (character goods, etc.) that violate the Ethical Rules of CESA is also prohibited. Please refer to the website (<https://www.cesa.or.jp>) for CESA Code of Ethics.
2. Promotion of software for consumer use is the content of activities of any Exhibitor, in principle.  
※For game software, please refer to the Restrictions of Exhibition Categories.
3. Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with OMO in advance.

### ■ Restrictions of Exhibit Categories

- Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.
- ※Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.
  - ※Exhibitors in Halls 9, 10, and 11 (excluding AR/VR, eSports, and Selected Indie 80 exhibitors), as well as exhibitors in the Family Game Park, may sell only their exhibits in their booths the same as in Merchandise Sales Area.
  - If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.
  - If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with OMO in advance.

### ■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by OMO.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and OMO determine that a booth is in violation of this rule, OMO will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel an exhibition, and each exhibitor must follow OMO instructions regardless pre and ongoing exhibition periods.

- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The OMO will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the OMO's determination.
- (5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of OMO.
  - Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by OMO in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- (7) All exhibits and decorations shall be removed on the same day during the removal time specified by OMO in the exhibition guidelines.
- (8) It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- (9) Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

## ■ Exhibitor Name

•Exhibitors acknowledge that OMO may use the exhibitor name filled in the Application Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must fill the company name to be displayed at the exhibition in the Application Form.

## ■ Determination of Booth Location at Real Venue

•The location of booths will be determined at a booth location selection meeting to be held on June 12, 2023, (for exhibitors that applied for 40 booths or more) and July 4, 2023 (for exhibitors that applied for fewer than 40 booths).

※If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

•Method of Booth Location Selection

●For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

●For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2022) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

※It is not possible to change the number and configurations of booths at the booth location selection meeting.

※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.

※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

※Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

※The floor map will be available for the first time at the time of the booth location selection meeting. Please note that they will not be shared in advance.

## ■ Shape of the Booth Space

•The shape of the booth space (booth depth, \_\_\_\_ and booth width, \_\_\_\_ ) should be applied for by placing whole numbers in the appropriate spaces.

●For less than 40 booths: An exhibitor's space can be at most 7 booths in depth and in width. Aspect ratio has to be less than 1:3. However, 1 booth in depth and 3 booths in width, and 4 booths in depth and 8 booths in width can be applied to exhibit.

●For 40 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booths in depth.

•In case for exhibitor that applied for 49 booths or more, the shape of booth space should be applied to a multiple of 7 and 7 booths in depth.

•To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

## ■ Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by OMO.
2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.
3. For production methods of a video program with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel or to change an exhibition.
4. Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.
5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by the OMO that determines the above items have violated.
6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of OMO.



## ■ Selection of TGS2023 ONLINE Official Exhibitor Program Time Slot

The time slot of TGS Official Exhibitor Program will be decided at the slot selection meeting. The selection will be carried out in two parts, Priority (1)(2) and Priority (3)(4).

Priority (1) and (2): June 20 (Tue.), 2023

Priority (3) and (4): June 30 (Fri.), 2023

Priority of TGS2023 Official Exhibitor Program time slot selection is as follows:

Priority (1): Game Console Platform Companies

Priority (2): Exhibitor that participated in the preceding show (TGS2022) with Official Exhibitor Program.

Priority (3): Exhibitor that participated in the preceding show (TGS2022) with online exhibit only.

Priority (4): Other exhibitors

※Regarding selection of Priority (1) and (2), the company and organization with largest number of conducting slot participations in 2022 will be prioritized. For under same conditions, priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2023 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※Regarding selection of Priority (3) and (4), priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2023 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※The term "exhibitors who have met the application deadline" refers to exhibitors whose application forms have reached OMO by the deadline.

## ■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of the OMO.

## ■ Application and Payment Due

1. Please e-mail the application form to the OMO.
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
4. You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
5. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.
6. Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

## ■ Cancellation of Exhibition Application

(1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the OMO in writing.

(2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from the OMO.

[Cancellation fee for Real (In-person) exhibit]

•From May 27 (Sat.) to June 11(Sun.), 2023 / 50% of Exhibition Fee

•After June 12 (Mon.), 2023 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

•From May 27 (Sat.) to July 4 (Tue.), 2023 / 50% of Exhibition Fee

•After July 5 (Wed.), 2023 / 100% of Exhibition Fee

[Cancellation fee for Official Exhibitor Program exhibitors]

•From May 27 (Sat.), 2023 / 50% of Participation Fee

•For 1st & 2nd Round Priority: June 20, 2023 (Tue.) onwards...100% of Participation fee

•For 3rd & 4th Round Priority: June 30, 2023 (Fri.) onwards...100% of Participation fee

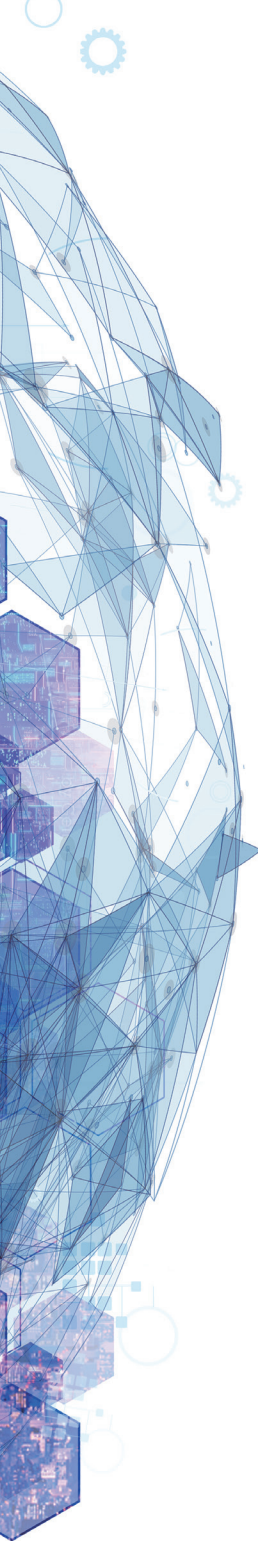
※100% cancellation fee will be charged from the date of TGS2023 Official Exhibitor Program Slot Selection Meeting and the deadline for submitting the selection agreement (the next business day after the selection meeting).

\* However, in case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.

## ■ Liability for Damages

(1)The OMO shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.

(2)Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, the OMO shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.

- 
- (3) Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of OMO, and OMO shall not bear all costs for any reason. OMO is not obligated to pay for any cost.
  - (4) The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
  - (5) The OMO shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
  - (6) Due to the epidemic and spread of new coronavirus (Covid-19, etc.) and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, the organizer may cancel or postpone all or part of this exhibition, request a change in its contents. The OMO will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
  - (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that OMO cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).

#### ■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

#### ■ Statistics

The OMO shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, the OMO will not provide the said access information, obtained as a result of the above, to Exhibitors.

#### ■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, the OMO will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

#### ■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, the OMO will not refund exhibit fees already paid.

The OMO shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunamis, flooding, 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 shortage, shortage of raw materials and other materials.)
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to the OMO that are not included in the preceding items

# Schedule to Exhibit

## ● Procedure to Exhibit



## ● Real Exhibit Application·Booth Location Selection·Payment Schedule



### Booth Location Selection Priority

#### ● For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

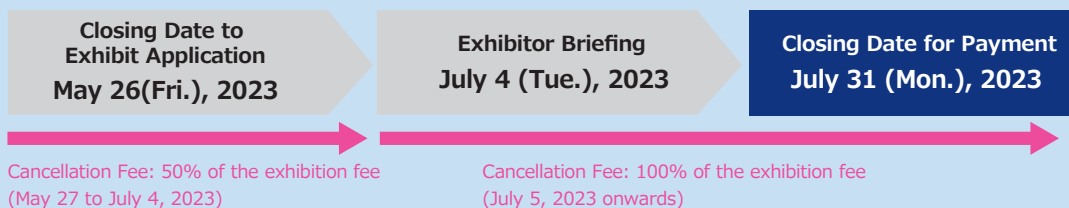
#### ● For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2022) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
  2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
  3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
  4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.
- ※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.  
 ※The term "exhibitors who have applied by the application deadline" means exhibitors whose application forms have been received by OMO by the application deadline.  
 ※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).  
 ※It is not possible to change the number and configurations of booths at the booth location selection meeting.  
 ※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.  
 ※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.  
 ※Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.  
 ※The floor map will be available for the first time at the time of the selection meeting. Please note that they will not be shared in advance.  
 ※Exhibitors with more than 40 booth units are scheduled to hold a booth location selection meeting on Monday, June 12, and exhibitors with less than 40 booth spaces on Tuesday, July 4.

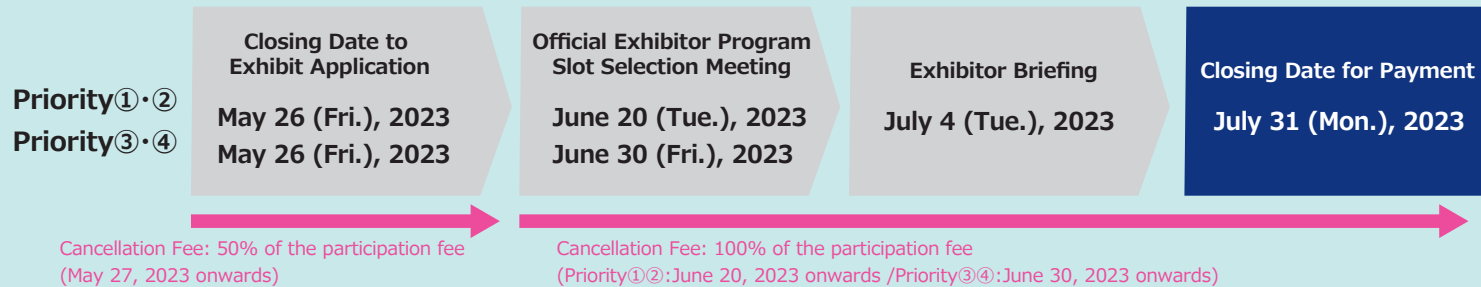
## ● Online Exhibit Application·Payment Schedule





# Schedule to Exhibit

## ● Official Exhibitor Program: Participation Application·Slot Selection·Payment Schedule



## Official Exhibitor Program Slot Selection Priority ※Program Time Slot Meeting will be holding online.

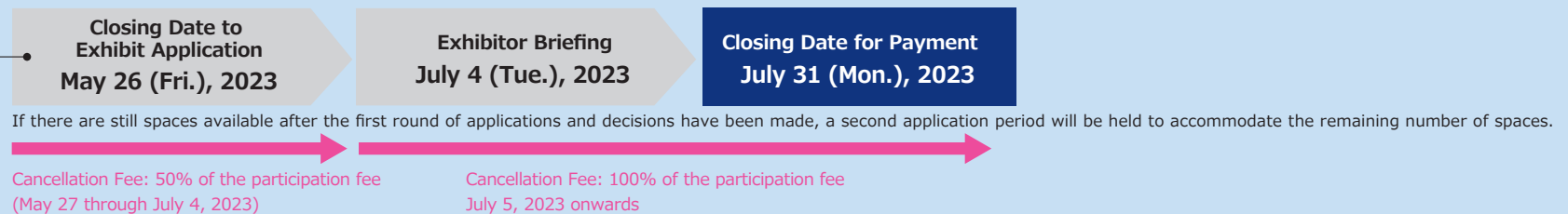
- Priority ①:** Game Console Platform Company
- Priority ②:** Exhibitor that participated in the preceding show (TGS2022) with Official Exhibitor Program
- Priority ③:** Exhibitor that participated in the preceding show (TGS2022)
- Priority ④:** Other Exhibitor

※For priority ① and ②, the exhibitors with the largest number of slot participations in 2022 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※1 company has 1 slot(50 minutes or 110 minutes) basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

## ● [TOKYO GAME SHOW VR 2023(TGSVR2023)]Application·Payment Schedule



**The order of selection for TGSVR2023 will be determined by the selection committee only when the number of applications exceeds the number of spaces available. The order of priority is as follows:**

- Priority ①:** Exhibitor that participated TGSVR2022
  - Priority ②:** Exhibitor that participated TGSVR2021
  - Priority ③:** Other exhibitors
- ※In case of the same conditions, priority will be given in the order of "exhibitors who have a real exhibit in 2023 and have the largest number of booths," "exhibitors who have met the application deadline," and "CESA member companies. If the same conditions are still met, a lottery will be held.
- The date and time of the selection meeting are scheduled as follows: 1st application: Tuesday, May 30, 2023; 2nd application: Monday, June 19, 2023.

## To Contact

**TGS Overseas Management Office (OMO)**  
**【E-mail】 [tgs@congre.co.jp](mailto:tgs@congre.co.jp)**

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Phone: +86-156-9213-4311

E-mail: [xue.hui@rich-event.link](mailto: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](mailto:georgechou@taitra.org.tw)

**To Apply TGSVR2023 E-mail:[tgsvr@dentsu-eo.co.jp](mailto:tgsvr@dentsu-eo.co.jp)**

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