



TOKYO GAME SHOW 2023

Guide To Advertisement & Sponsorship

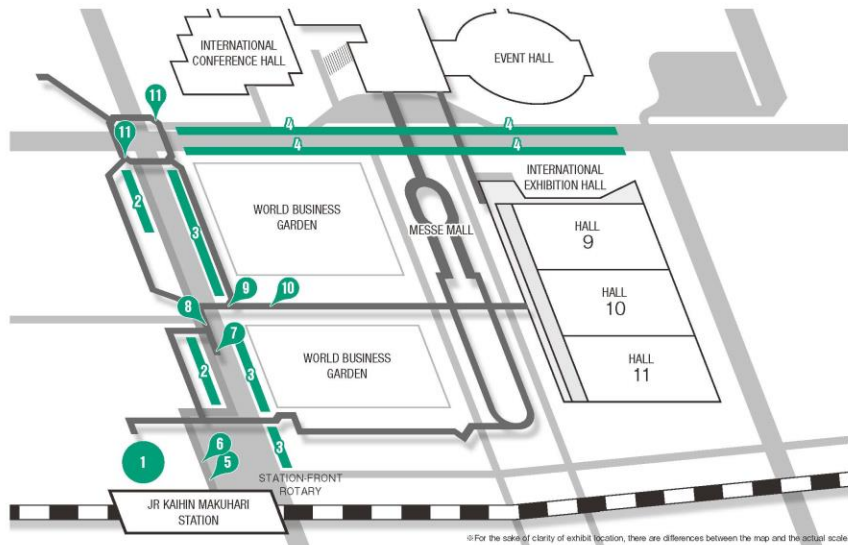
Update : 2023.4.28

Physical Ads (Makuhari Messe)

SPECIAL ZONE OUTDOOR ADVERTISEMENT

All the design data must include **The logo of TOKYO GAME SHOW 2023** and **Exhibiting booth number** **Hall number (Makuhari Messe Hall 1-11)** and **Event date (September 21 through 24)**

▶Deadline for Screening by City of CHIBA: July 6 (Thu.) ▶Material Deadline: August 8 (Tue.)



1 KAIHIN MAKUHARI Station Plaza Flag

[Advertising Specifications]

- Material: Fabric
- Size: W500mm X H2400mm (Variant/Both Sides)
- Finish: Data Output
- Location: Station Plaza

④Please contact OMO for more detail.

JPY : 1,980,000 per unit

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

2 International Street Flag A

[Advertising Specifications]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street

JPY : 550,000 per unit

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

3 International Street Flag B

[Advertising Specifications]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street

JPY : 605,000 per unit

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

4 Messe Street Flag

[Advertising Specifications]

- Material: Fabric
- Size: W500mm X H1500mm (Variant/Both Sides)
- Finish: Data Output
- Location: Messe Street

④Please contact OMO for more detail.

JPY : 4,180,000 per unit

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

5 Station Plaza Arcade Banner

[Advertising Specifications]

- Material: Fabric
- Size: W3500mm X H900mm (Both Sides)
- Finish: Data Output
- Location: Station-Front Shelter (Roof Covered Sidewalk)

STATION-PLAZA ROTARY
JR KAIHIN MAKUHARI STATION

JPY : 1,815,000 per unit

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

6 Station Plaza Column-Covered Advertisement

[Advertising Specifications]

- Material: Fabric
- Size: W1230mm X H1800mm
- Finish: Data Output
- Location: Station Plaza (Roof Covered Sidewalk)

STATION-PLAZA ROTARY
JR KAIHIN MAKUHARI STATION

JPY : 715,000 per unit

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

7 PLENA Side Pedestrian Bridge Upper Banner

[Advertising Specifications]

- Material: Fabric
- Size: W5000mm X H450mm
- Finish: Data Output
- Location: Pedestrian Bridge at PLENA Side

JPY : 220,000 per unit

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

8 Pedestrian Bridge Handrail Banner A

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W3000mm X H3000mm
- Finish: Data Output
- Location: Pedestrian Bridge

Promenade at PLENA Makuhari Side

JPY : 1,760,000 per unit

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

9 Pedestrian Bridge Handrail Banner B

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W3000mm X H3000mm
- Finish: Data Output
- Location: Pedestrian Bridge

Promenade at Makuhari Messe Side

JPY : 1,540,000 per unit

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

10 Skyway Column banner

[Advertising Specifications]

- Material: Fabric
- Size: W1100mm X H1500mm
- Finish: Data Output
- Location: Pedestrian Bridge

JPY : 330,000 per unit

Purchase Unit: 2 Sheets / 1 Unit
Offering Unit: 1 Unit

11 Pedestrian Bridge Entrance

[Advertising Specifications]

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

Station Side / Makuhari Messe Side

JPY : 715,000 per unit (Station Side)
JPY : 770,000 per unit (Makuhari Messe Side)

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

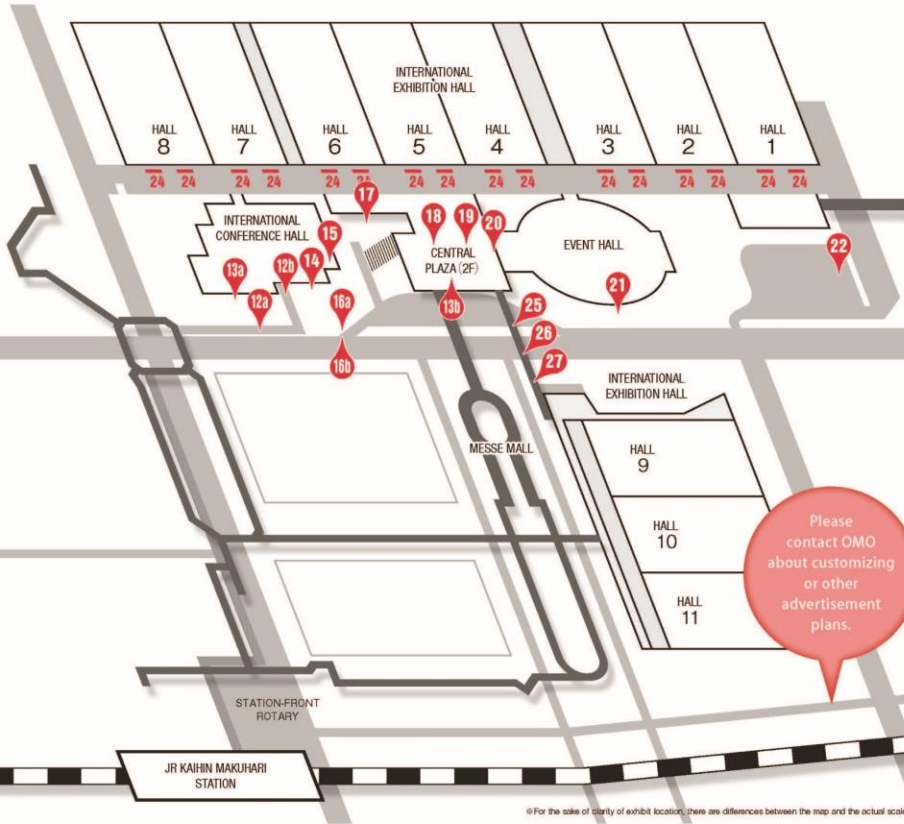
All the application for SPECIAL ZONE ADVERTISEMENT are required for prior screening to clear the advertisement insertion upon standard of the City of CHIBA. Please contact OMO for the advertising criteria.

Criteria for Special Zone Design in the City of CHIBA

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

Please have the submitted data ready by Thursday, July 6, 2023. Formal application will be made after the criteria are cleared. Please contact OMO for detail of the criteria.

④Please contact OMO for more information about grommets and bag stitching. ④All ad sizes without units are expressed in mm.



13a Arched Banner

International Conference Hall

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W600mm X H2100mm
 ■ Finish: Data Output
 ■ Location: In Front Of International Conference Hall

JPY : **1,100,000** per unit
 Purchase Unit: 8 Boards / 1 Unit
 Offering Unit: 1 Unit

13b Arched Banner

Central Plaza

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

JPY : **660,000** per unit
 Purchase Unit: 3 Boards / 1 Unit
 Offering Unit: 1 Unit

14 Floor Map Banner

International Conference Hall

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W650mm X H1750mm
 ■ Finish: Data Output
 ■ Location: In Front of International Conference Hall

JPY : **1,320,000** per unit
 Purchase Unit: 2 Boards / 1 Unit
 Offering Unit: 1 Unit

15 Column-Covered Advertisement at International Conference Hall

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

JPY : **2,200,000** per unit
 Purchase Unit: 12 Boards / 1 Unit
 Offering Unit: 1 Unit

16a Plaza Billboard Banner

Large / Small

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size:
 (Large) ① W6900 X H2670mm
 (Large) ② W6900 X H3200mm
 (Small) ③ W3950 X H3090mm
 (Small) ④ W4560 X H3090mm
 ■ Finish: Data Output
 ■ Location: Central Entrance Plaza

Multiple Banner Size
 Large Banner at height: ① Only: W700 X H270mm
 Large Banner at height: ② Only: W700 X H320mm
 Small Banner at height: ③ Only: W450 X H300mm
 Small Banner at height: ④ Only: W450 X H300mm

Large JPY : **990,000** per unit
 Purchase Unit: 1 Side / 1 Unit Offering Unit: 5 Units

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

16b Plaza Billboard Back Banner

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: a-h
 W6900mm X H3200mm
 ■ Finish: Data Output
 ■ Location: Central Entrance Plaza

Multiple Banner Size
 2 Banners at height: ① Only: W6900 X H3200mm
 2 Banners at height: ② Only: W6900 X H3200mm
 2 Banners at height: ③ Only: W4500 X H3000mm
 2 Banners at height: ④ Only: W4500 X H3000mm

JPY : **935,000** per unit
 Purchase Unit: 1 Set / 1 Unit
 Offering Unit: 8 Units

12a Arcade Banner

WBC side

[Advertising Specifications]
 ■ Material: Fabric (Mesh Tarpaulin)
 ■ Size: W1400mm, 190mm X H2700mm (Single Side) X4 Sets
 ■ Finish: Data Output
 ■ Location: International Conference Hall

JPY : **825,000** per unit
 Purchase Unit: 4 Sets / 1 Unit
 Offering Unit: 2 Units

12b Arcade Banner

International Conference Hall side

[Advertising Specifications]
 ■ Material: Fabric (Mesh Tarpaulin)
 ■ Size:
 ① W1500mm, 190mm X H3700mm (Single Side) X2 Sets
 ② W1600mm, 190mm X H3600mm (Single Side) X2 Sets
 ■ Finish: Data Output
 ■ Location: International Conference Hall

JPY : **990,000** per unit
 Purchase Unit: 4 Sets / 1 Unit
 Offering Unit: 1 Unit

17 Spiral Staircase Banner

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

JPY : **1,430,000** per unit
 Purchase Unit: 1 Board / 1 Unit
 Offering Unit: 1 Unit

18 Entrance Canopy Banner

[Advertising Specifications]
 ■ Material: Fabric
 ■ Size: W7500mm X H3150mm
 ■ Finish: Data Output
 ■ Location: Entrance Canopy at Central Plaza

JPY : **1,430,000** per unit
 Purchase Unit: 1 Sheet / 1 Unit
 Offering Unit: 8 Units

※Please be noted that 12a, 12b, 14, 15, 16a, 16b, and 18 will have grommets within 50mm from the outside on all sides. ※All ad sizes without units are expressed in mm.

19 Column-Covered AD Under Entrance Canopy

[Advertising Specifications]

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



JPY : 550,000 per unit

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

20 Event Hall Entrance Banner at Central Plaza

[Advertising Specifications]

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



JPY : 330,000 per unit

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

24 Exhibition Hall Window Covered Advertisement

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H670mm
- Finish: Data Output
- Location: Veune North Side Room Window X 16 at Hall 1 through 9 North Side Windows (2 Spots per One Hall)



JPY : 990,000 per unit

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

25 Central Plaza Connecting Bridge Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2400mm X H578mm X 2 Spots
- Finish: Data Output
- Location: Central Plaza Connecting Bridge



JPY : 440,000 per unit

Purchase Unit: Left&Right / 1 Unit
Offering Unit: 1 Unit

21 Self-Standing Banner at Event Hall Outside

[Advertising Specifications]

- Material: Fabric
- Size: W1750mm X H1750mm
- Finish: Data Output
- Location: Event Hall Outside
- Target: Public Day Visitors (September 23 & 24 only)



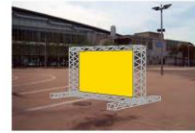
JPY : 2,750,000 per unit

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

22 Entrance Gate Welcome Board

[Advertising Specifications]

- Material: Fabric
- Size: W3550mm X H1750mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 23 & 24 only)



JPY : 1,100,000 per unit

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

26 Connecting Bridge Glass Covered Advertisement

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1395mm X H700mm
- Finish: Data Output
- Location: Connecting Bridge Aisle
- A Hall 1-8 Side: 25 Faces
- B Hall 9-11 Side: 25 Faces
- C Hall 1-8 Side: 25 Faces
- D Hall 9-11 Side: 25 Faces



JPY : 1,925,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: A(25 face)-B(25 face)-C(25 face)-D(25 face)

27 Connecting Bridge Banner

[Advertising Specifications]

- Material: Fabric (both sides)
- Size: W2000mm X H800mm @W2000mm X H800mm
- Finish: Data Output
- Location: Connecting Bridge Aisle



JPY : 440,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 9 Units

※Has wind hits in the middle of the banner.

23 Entrance Self-Standing Banner

Location is decided upon consultation

[Advertising Specifications]

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



Example / 4 spots Use

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



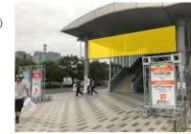
JPY : 605,000 per unit

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

28 Messe Parking Connecting Bridge Banner NEW

[Advertising Specifications]

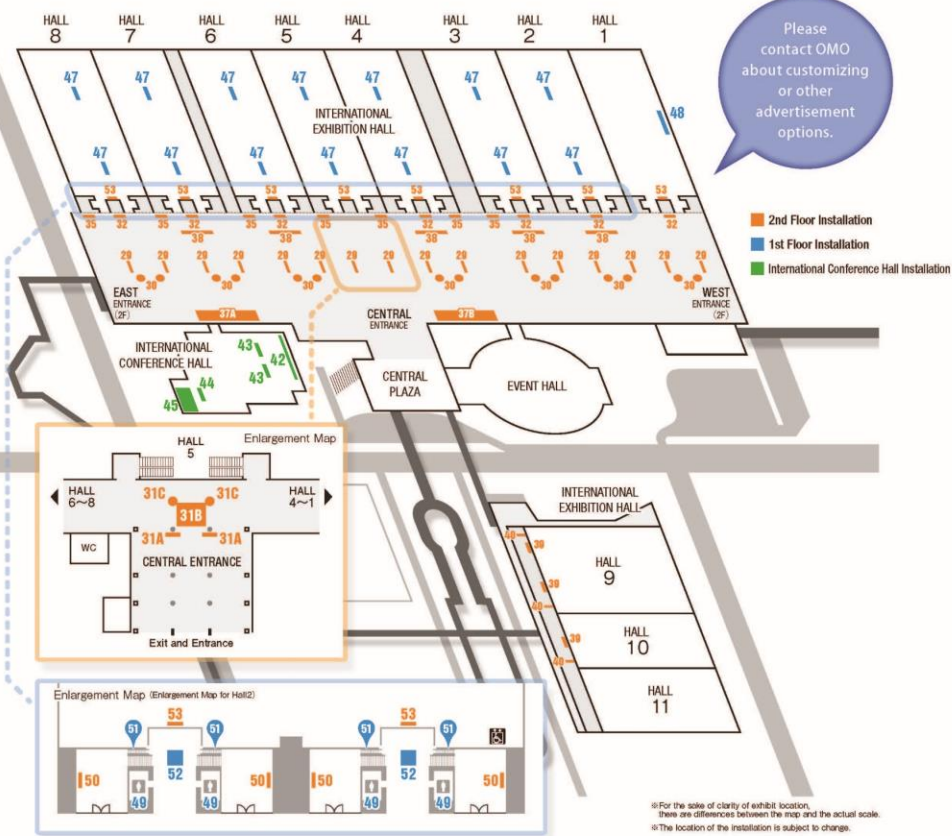
- Material: Fabric (Mesh Tarpaulin)
- Size: W9600mm X H1700mm
- Finish: Data Output
- Location: Connecting Bridge Upper Side at Makuhari Messe Parking



JPY : 880,000 per unit

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

※Please be noted that 20, 21, 22, 23, 25, and 28 will have grommets within 50mm from the outside on all sides. ※All ad sizes without units are expressed in mm.



31 Central Entrance Welcome Signage



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

	[Advertising Specifications]		
A Hanging Banner	<ul style="list-style-type: none"> Material: Fabric Size: W2700mm X H2700mm Finish: Data Output 	JPY : 440,000 per unit	Purchase Unit: 1 Sheet / 1 Unit Offering unit: 2 Units
B Floor Seal	<ul style="list-style-type: none"> Material: Plastic Sheets Size: Upon Consultation Finish: Data Output + Lamination 	JPY : 55,000 per sqm	◎The location of Floor Seal will be adjusted after the consultation. Purchase Unit: 1 Sheet / 1 Unit Offering Unit: 1 Unit
C Column Covered Advertisement	<ul style="list-style-type: none"> Material: Fabric Size: W2500mm X H1800mm Finish: Data Output 	JPY : 440,000 per unit	Purchase Unit: 2 Sheet / 1 Unit Offering Unit: 1 Unit

29 Central Mall Banner

[Advertising Specifications]

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

JPY : 495,000 per unit

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

30 Central Mall Column Covered Signage

[Advertising Specifications]

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

JPY : 440,000 per unit

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

32 Central Mall Glass Wall Signage

[Advertising Specifications]

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

JPY : 935,000 per unit

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

33 Central Mall Self-Standing Banner

[Advertising Specifications]

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

JPY : 440,000 per unit

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

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

◎All ad sizes without units are expressed in mm.

34 Ad-Wall

Location is decided upon consultation

[Advertising Specifications]

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

[Options]

- A. With Catalog Pockets**
 - 3 Catalog Pockets Per Side
 - Additional Charge: JPY93,000 per side
- B. With Display Monitor**
 - 42-inch display monitor with speaker
 - Additional Charge: JPY280,000 per side



Example of option A, with Catalog Pockets



Example of option B, with Display Monitor

JPY: **440,000** per unit

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

35 Entrance Banner

[Advertising Specifications]

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

For more detail about the entrance area, please contact OMD.



JPY: **880,000** per unit

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

36 Catalogue Display

[Advertising Specifications]

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



JPY: **165,000** per unit

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

41 Cosplay Area Photo Session Back Panel

[Advertising Specifications]

- Material: Panel
- Size: W2000mm X H2400mm
- Finish: Data Output



JPY: **110,000** per unit

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



Location: Cosplay Area (Indoor) at Hall 9-11

42 Business Meeting Area Hanging Banner

[Advertising Specifications]

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

Business Days only (September 21 & 22)

JPY: **770,000** per unit

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



37 Carpet Banner

Please contact OMD for the location.

[Advertising Specifications]

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

- A. Size: W500mm X H900mm (9 places)**
- B. Size: W900mm X H900mm (9 places)**



JPY: **770,000** per unit

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

JPY: **770,000** per unit

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

38 Central Mall Upper Tilted Banner

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W8700mm X H1000mm
- Finish: Data Output
- Location: Central Mall (H2, H3, H4, H6, H7)

For more detail about the entrance area, please contact OMD.



JPY: **1,320,000** per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 5 Units

45 Business Lounge Table Seal Advertisement

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W300mm X H300mm
- 40 Business Meeting Table (80 Seats)
- Finish: Data Output
- Location: Foyer at International Conference Hall

Business Days only (September 21 & 22)

JPY: **880,000** per unit

Purchase Unit: 80 Banners / 1 Unit
Offering Unit: 1 Unit



46 Business Meeting Area Beverage Sponsorship

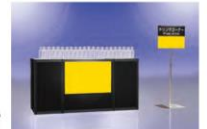
[Advertising Specifications]

- Inclusive Items:
 - Advertisement at Drink Counter
 - Advertisement on the Signage
 - Beverages
 - Beverage Distribution Staff
- Location: Business Meeting Area

Business Days only (September 21 & 22)
Complementary mixed water bottles are provided

JPY: **770,000** per unit

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



39 Hall 9-10 Entrance and Exit Banner

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H4100mm
- Finish: Data Output
- Location: Entrance and Exit at Hall 9-10



JPY: **880,000** per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 3 Units

40 Esplanade Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm (Both Sides)
- Building Frame Size: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade



JPY: **550,000** per unit

Purchase Unit: 1 Board (both sides) / 1 Unit
Offering Unit: 3 Units

47 Hanging Banner in Exhibition Hall

[Advertising Specifications]

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

JPY: **605,000** per unit

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



48 Public Day Entrance Banner

NEW

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm X H2400mm (Both Sides)
- Finish: Data Output
- Location: Initial Entrance at Hall 1
- Target: Public Day Visitors

Public Days only (September 23 & 24)

JPY: **2,200,000** per unit

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



All ad sizes without units are expressed in mm.

49 Restroom Sticker Advertising

[Advertising Specifications]

- Material: Weak Viscous Plastic Sheet
- Size: Mirror on the Basin W297 X H210mm
Toilet W210 X H149mm
Private Room Door W297 X H420mm
- Finish: Data Output
- Location: Restroom (Male/Female) at Hall 1-8 (North Side)

Mirror on the Basin (Male/Female)
Toilet (Male Toilet Only)
Private Room Door (Female Toilet Only)



JPY : **660,000** per unit

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

50 Gate Lobby Banner at 2nd Floor

[Advertising Specifications]

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



JPY : **1,100,000** per unit

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

51 Escalator Banner (Glass Surface)

[Advertising Specifications]

- Material: Output Sheet
- Size: W420mm X H297mm
- Finish: Data Output
- Location: Escalator at Hall 1-8



JPY : **880,000** per unit

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

52 Floor Sheet Banner Under Stairs

[Advertising Specifications]

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



JPY : **55,000** per sqm

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

53 2nd Floor Balcony Banner at Hall 1-8

[Advertising Specifications]

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



JPY : **550,000** per unit

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

※ All ad sizes without units are expressed in mm.

TOKYO GAME SHOW Overseas Management Office(OMO)

For further information, please contact:
c/o Congrès Inc.

ONWARD PARK BUILDING, 3-10-5, Nihonbashi, Chuo-ku, Tokyo 103-8276, Japan
E-mail: tgs@congre.co.jp

Notes for Data Submissions

- ▶ All the design data must include the logo of TOKYO GAME SHOW 2023 and exhibiting booth number, hall number (Makuhari Messe Hall 1-11), and event date (September 21 through 24). TGS2023 logo data can be downloaded from exhibitor's website. <https://nkbp.jp/3rWvZp6>

TOKYO GAME SHOW 2023

TOKYO
GAME SHOW 2023

TOKYO
GAME SHOW
2023

TOKYO
GAME
SHOW
2023

TGS
2023

TGS

- ▶ No color proof will be available for approval. (Please let us know software application information such as application name, version, and operating system and submit by the deadline.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 75 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), EPS, and font-outlined data.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included in the advertising fee. However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to TOKYO GAME SHOW exhibit contents.
- ▶ Actual advertising specification might be charged from the one on AD menu.
- ▶ Additional material production fee will be charged if the the deadline is passed.

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

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

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

UPDATE

Giveaway・Media Ad

ID Charm Ribbon

Rate : 1 Unit

JPY **9,900,000** (tax incl.)

- Purchase Unit 1 Set/1 Unit
- Offering Unit 1 Set
- Material Braided Cord
- Contents Company Name・Brand・Logo
- Finish One Color Print/Alligator Clip
- Insertion Business Day Visitor ID、 and Press ID

※The use of straps owned by the advertiser is also possible.
In that case, please contact TGS Overseas Management Office for details.

※Fees, number of slots, specifications, etc. are subject to change without notice.

※The fee is tax inclusive.



Sample Image

Admission Ticket (Back Side) Ad

Fee : 1 Unit JPY **550,000** (tax incl.)

- Purchase Unit 1 Set/1 Unit
- Offering Unit 1 Unit
- Material Paper
- Size W100mm×H30mm
- Contents: Free Format
- ※The contents will be screened prior to print.
- Finish One color
- Insertion Advance Ticket/Business Day Pre-Registration Ticket

※Fee, Slot, Size and Material are subject to change without prior notice.
※The fee is tax inclusive.



※Sample Image (TGS2022)
Design, size of tickets and advertisement position are subject to change without notice.

*Sample Image

TGS2023 offers advertising space on the backside of the "Uchiwa (Hand Fan)" that will be distributed at the entrance of the venue.

New Hand Fan Backside Ad

1 Unit
JPY **1,320,000** (tax incl.)

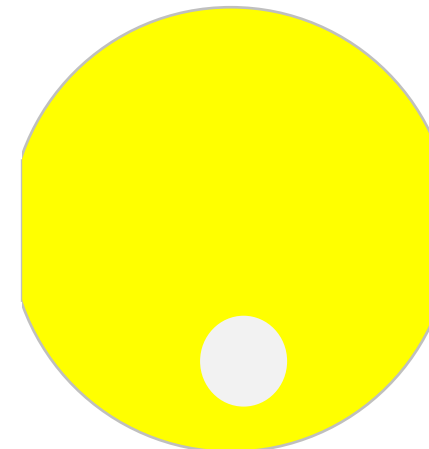
- Purchase Unit 1 Set/1 Unit
- Offering Unit 1 Unit
- Material Paper
- Size Diameter 21.3cm/Hole Diameter 3cm
(According to 2022 Hand Fan)
- Finish Four-Color Print
- Distribution Date: Public Days
- Distribution Number: 50,000 sheets
- Distribution Location: Public Day Entrance

※The contents will be screened prior to print.
※ Fee, Slot, Size and Material are subject to change without prior notice.
※The fee is tax inclusive.



Surface (TGS2023 Visual)

*Sample Image



Backside
(Advertising Space)

Advertising space will be provided on the back cover (Cover 4) of TGS Official MAP distributed at the venue entrance and other locations.

TGS Official MAP is a foldable, handy type that includes a map of the venue and a list of exhibitors. The map will be in Japanese on the front side and in English on the back side. (Ads will be placed on the front page only.)

TGS2023 Official Map Cover 4 Ad

1 Unit

JPY **2,200,000円** (tax incl.)

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

【Media Outline】

■ Distribution :

Free Distribution at Designated Locations

■ Size :

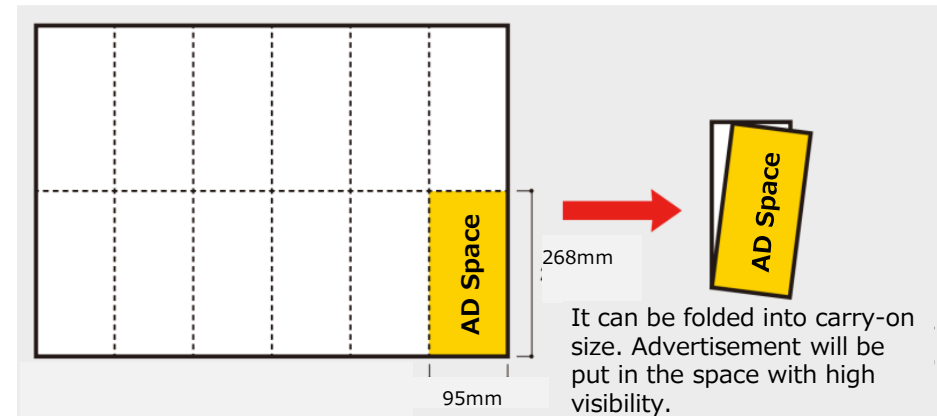
95mm in width ×268mm in length ※Folded Size

■ Pagination :

Back Cover (Cover 4)

※ Fee, Slot, Size and Material are subject to change without prior notice.

※The fee is tax inclusive.



【Official Map Contents (Planned)】

- ✓Venue Map
- ✓Exhibitor List
- ✓Guide for Japan Game Awards Future Division
- ✓Points to Notes at the venue
- Others

*Sample Image

TOKYO GAME SHOW 2023 will be held physically at Makuhari Messe as last year. In conjunction with this event, TGS will publish a distribution booklet for visitors, "TOKYO GAME SHOW 2023 NOW!"

In addition to the highlights of the event, Nikkei Entertainment! booklet will be full of hot information on games, including not only highlights of upcoming TGS2023, but also game trend commentary and interviews with Nikkei Entertainment! Furthermore, this booklet will be published as a book-in-book in the October issue (on sale on September 4) of Nikkei Entertainment!

The English version will also be distributed not only to visitors from overseas, but also at overseas game events in the fall and beyond.

TOKYO GAME SHOW 2023 NOW! (Limited Edition) Ad

1-page, 4-color

JPY **770,000円**~ (tax incl.)

[Sale Date・Issue Date/Circulations]

TOKYO GAME SHOW 2023 NOW! (Limited Edition)

Issue Date : September 21, 2023 (Thu.)

Circulations : 50,000 (Japanese Edition) 、 5,000 (English Edition)

Format : Modified A4 32 page ※planned

Nikkei ENT! October Issue (Book Insert Format)

Issue Date : Monday, September 4, 2023

Circulations : 50,091 (Japan ABC, Jan.- Dec. 2021)

Closing Dates

Space Reservations : July 26 (Wed.) / Materials : August 18 (Fri.)

- ※ Fee, Slot, Size and Material are subject to change without prior notice.
- ※ The fee is tax inclusive.
- ※ Tie-up advertorial is also available. Contact OMO for more detail.
- ※ Non-gaming-related companies are also welcome to submit advertisements.



In addition to distribution at the venue, Nikkei Entertainment! magazine as a book-in-book.



Editorial Contents (Planned) **ニッケイエンタテインメント!** 監修

- ✓ Game Contents Outlook
- ✓ Game Industry and TGS from Around the World
- ✓ Game Event Review – Post Covid-19
- ✓ Interview with TGS2023 Official Supporter
- ✓ Cheering Message from TGS2022 Official Supporter
- ✓ TGS2023 Highlights
- ✓ TGS2022 Review
- ※ Editorial contents are subject to change without prior notice.

To download for more detail

<https://nkbp.jp/404NwsZ>

UPDATE

Online Ads (Official Website / Twitter)

Application Deadline : June 9 (Fri.)

Material Deadline : June 23 (Fri.)

Rotation Banner

JPY660,000 /Banner
(tax incl.)

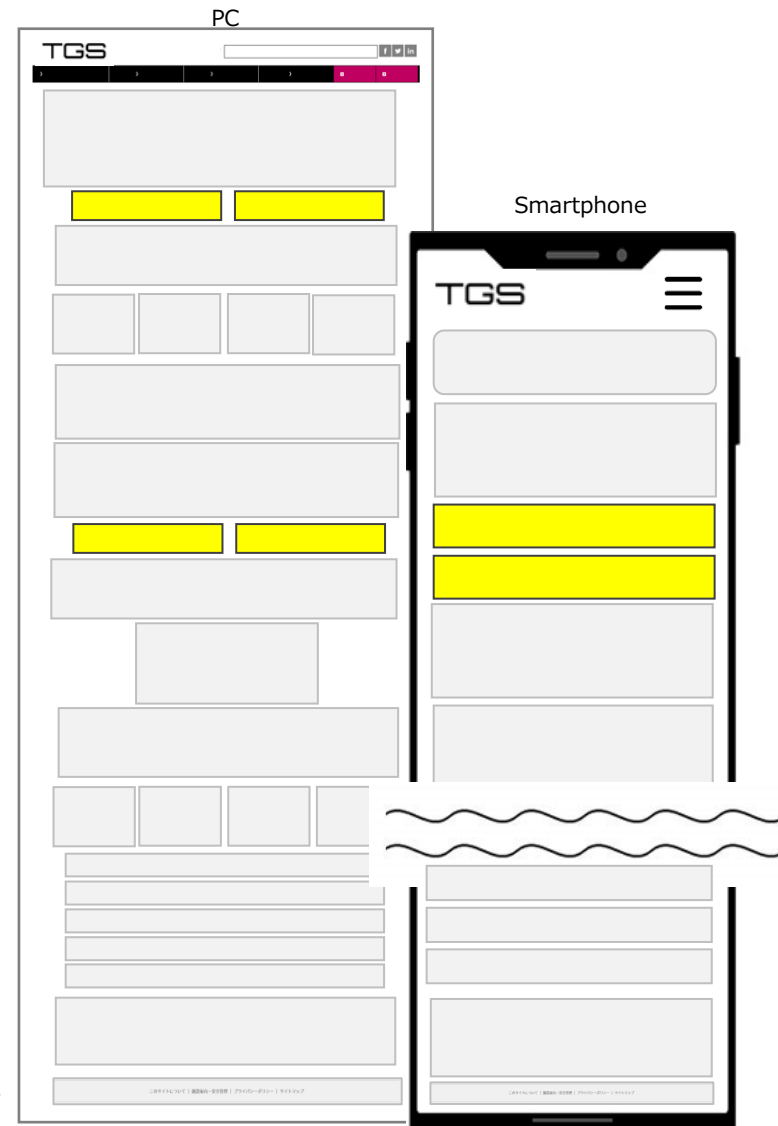
- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 4 Slots Display (PC)
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:
July 4 through December 20, 2023
(planned)
- Size: W520 xH100 Pixels (50KB or less)

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

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.

*Sample Image



Application Deadline : June 9 (Fri.)

Material Deadline : June 23 (Fri.)

Rectangle Banner

JPY550,000/Banner
(tax incl.)

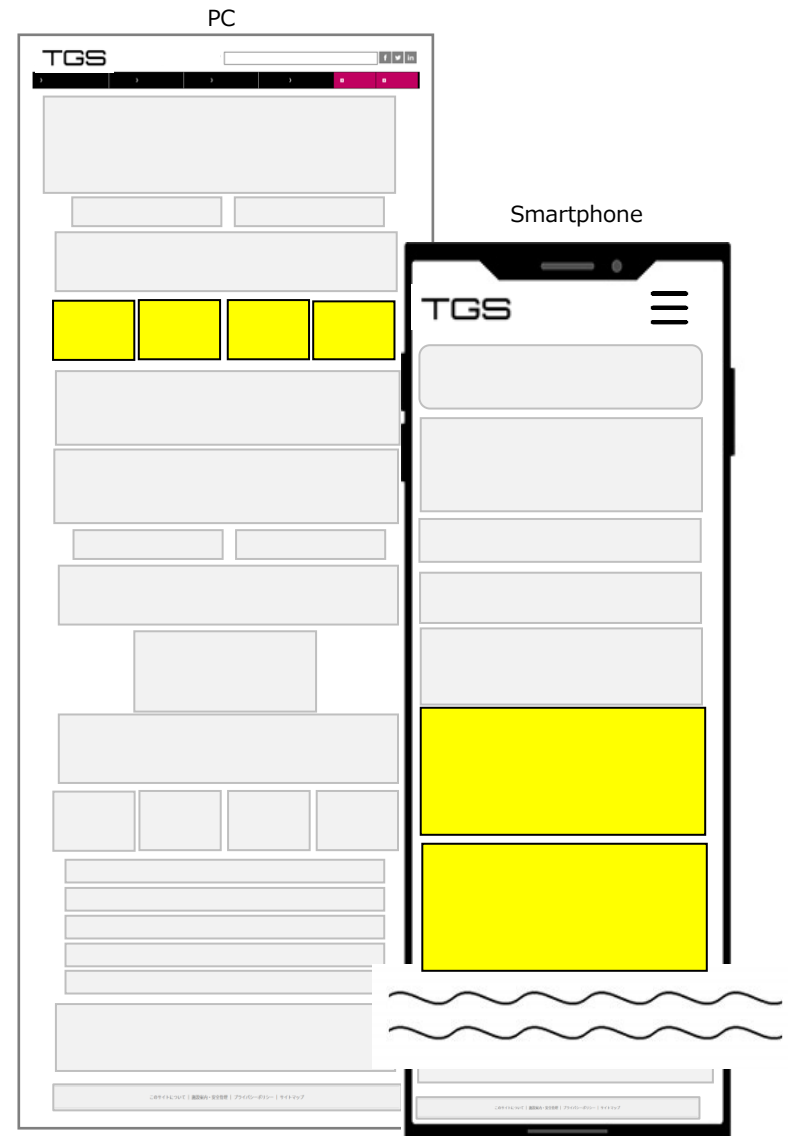
- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 10 Units
- Expression: Rotations on 4 Slots Display (PC)
Rotations on 2 Slots Display (Mobile)
- Guarantee: Fixed Period
- Running Period:
July 4 through December 20, 2023
(planned)
- Size: Width 300 × Height 250 Pixels
(50KB or less)

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

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.

*Sample Image



Application Deadline : June 9 (Fri.)

Material Deadline : June 16 (Fri.)

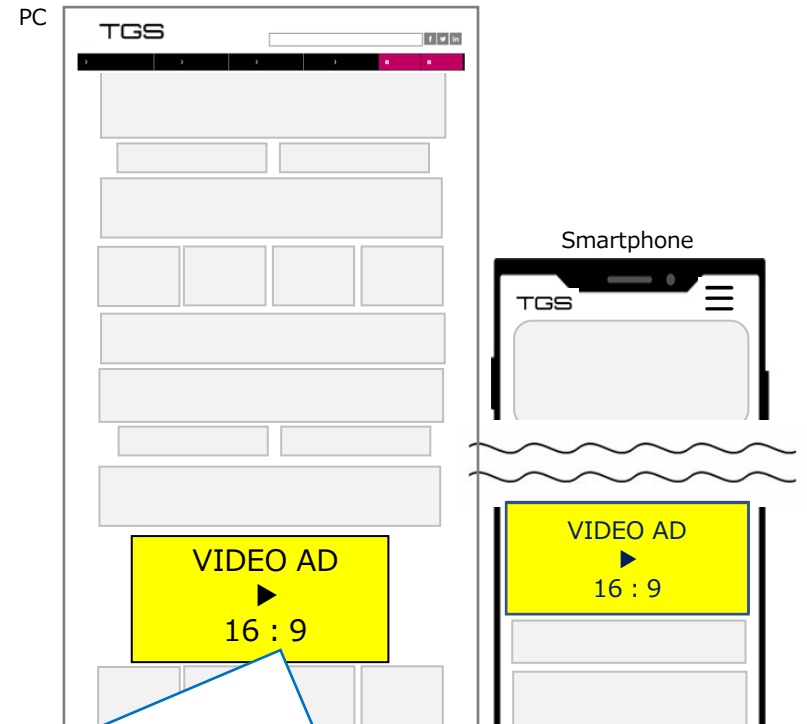
▶The video ad will launch to play when the viewer scrolls to the designated location. Audio can also be played by mouse over or by clicking.

Video Advertisement

1 Unit : JPY **1,100,000**
(tax incl.)

- Posting: Top Page ONLY (PC·Mobile)
- Offering Units: 2
- Expression Format:
 - Rotation Display with 1 Slot
 - Displays in a 16:9 (4: 3 is not supported) within the maximum 640 x 360 pixels display area. After playing the video for up to 30 seconds, the default design by Management Office will be displayed automatically.
- Running Period July 4 through December 20, 2023 (planned)
- Guarantee: Fixed Period
- File Format MP4 (Recommended) , MOV
- File Size Up to 4 MB (Recommended)
- ※Contact OMO if the file size exceeds 4MB.

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



The diagram shows the video ad interface in two states. On the left, a red video player is shown with the text 'VIDEO AD' and '16:9' and a play button icon. A yellow arrow points from this state to the right, where a dark brown interface is shown. This interface features the text 'After Playing VIDEO AD' and '16:9'. Below the text are two buttons: 'For Details' and 'SEE Again', with a play button icon between them.

- During playing video:
 - Click to move to the destination
- After playing the video:
 - After playing the video for 30 seconds at your discretion, our standard design will be displayed automatically.
 - Voice is OFF by default

Application Deadline : June 9 (Fri.)

Material Deadline : June 23 (Fri.)

TGS Selection (Image+Text)

1 Unit : JPY **220,000**
(tax incl.)

- Posting: Top Page ONLY (PC・Mobile)
- Offering Units: 5
- Expression: Rotation
- Guarantee: Fixed Period
- Running Period:
July 4 through December 20, 2023 (planned)
- Size
 - [PC] Image: W100×H100 Pixels (50KB or less)
 - ※Text cannot be included in the image.
 - Heading Text: Within 15 words
 - Contents Text: Within 25 words
 - [Mobile] Image: W60×H60 Pixels (50KB or less)
 - ※Text cannot be included in the image.
 - Heading Text: Within 15 words

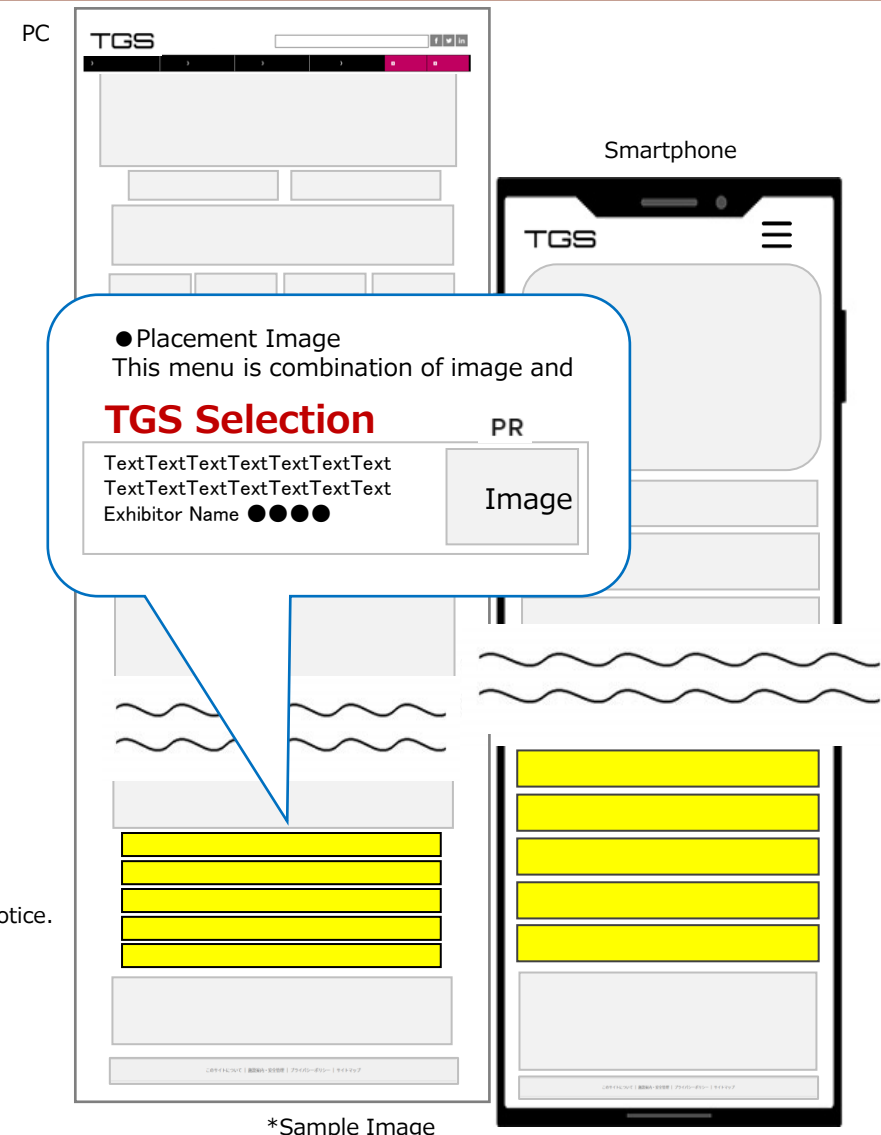
※Different images and texts for PC and SP cannot be posted.

Please submit PC-sized images and text.

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

※The above price is tax inclusive.

※Non exhibitors can also apply for this menu.



Online Advertisement ⑤

Application Deadline : June 9 (Fri.)

Material Deadline : June 23 (Fri.)

Exhibitor Introduction Page Banner

1 Unit : JPY**220,000**
(tax incl.)

- Posting: Exhibitors List and Title List
- Offering Units: 4
- Expression: Rotation with 4 Slots (PC/Mobile)
- Guarantee: Fixed Period
- Running Period:
July 4 through December 20, 2023 (planned)
- Size [PC]: W305×H210 Pixels (50KB or less)
- Size [Mobile]: W200×H140 Pixels (50KB or less)

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

※The above price is tax inclusive.



*Sample Image

Notes for Online Advertisement ①

Notes for Application(Online Advertisement)

- Applications will be accepted by first-come, first-serve basis. Check OMO for the availabilities.
 - All the contents of advertisement will be screening prior to uploading the data.
 - Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2023 Governing Rule". Please agree to the "Terms and Conditions" on the rule prior to the application submissions.
 - Banner advertisement is guaranteed for a fixed period. Click rate and imp number are not guaranteed. (even the data of viewership are not disclosed.)
 - Please submit your documents no later than 7 business days prior to closing date.
- *Video Advertisement: Please submit no later than 12 business days prior to closing date.
- *The advertisement start time is midnight on the start day of the advertisement. If there is an improper placement with the display, it will be handled during business hours. TGS Management Office will not be responsible for any deficiencies in advertising during this period.

■ Data Submission [Necessary Data File Format]

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

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

Notes for Online Advertisement ②

Notes for Material Productions (Online Advertisement)

Banner Ad Material, Image File

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

Text Material

- Please be noted that some special characters and symbols cannot be used. Contact to OMO for details.

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

Promoting Your TGS Official Exhibitor Program through Twitter!

With the cooperation of Twitter Japan, TGS2023 provides boosting plan to increase the number of live viewership of TGS Official Exhibitor Program distributed from TOKYO GAME SHOW Twitter official account. It is possible to widely promote your TGS Official Exhibitor Program to target users.

[Outline] *As of Feb 28, 2023

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

Applicable Contents : TGS Official Exhibitor Program

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

Production Unit : 1 (Live Video)

Distribution Time : Depends on TGS Official Exhibitor Program
Time Slots

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

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

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

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

Advertising Fee *Agency Commission Included

JPY 3,300,000 (tax inclusive)



Note for Sponsorship Advertisers:

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

Note for Advertising Agencies:

1. The following advertising products are not eligible for sponsorship advertising.
A) Promoted accounts, B) Amplify Pre-roll (IVA) C) Reserved products (timeline takeover, timeline reach, and Trend takeover)
2. Please include the correct package name when you order the sponsorship ad package.
3. Cannot use reach & frequency in this plan.
4. Value of IO must be fully served
5. When promoting third-party tweets, please include "#PR" in the text.
6. Distribution to TAP is not allowed.
(Please make sure to remove the TAP check box from the distribution destination)
7. Please note that in the event that a distribution via TBM (*) or to TAP is inadvertently made, in addition to the distribution fee paid to Twitter, an additional fee will be paid directly to the TGS by the distributor to compensate for the erroneous distribution. Please note that in addition to the distribution fee paid to Twitter, the agency will be asked to make up for the erroneous distribution directly to TOKYO GAME SHOW Management Office.

*IO : Insertion Order (The number assigned to each project when ordering a Twitter ad)

*TAP : Twitter Audience Platform

*TBM: Twitter Business Manager

Twitter – Official Program **Pre-Roll Advertisement**①

Promotional Opportunities on Official TGS Organizer Program! !

TGS have prepared a pre-roll advertisement plan for the organizer's program distributed from TGS Twitter official account, in cooperation with Twitter Japan. This plan allows pre-roll ads to be posted before the organizer's program.

[Outline] ※As of February 28, 2023

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

Applicable Contents : TGS Official Organizer Program

(Opening, Keynotes, SOWN, Ending Program, except Japan Game Awards)

Ad. Format : Pre-roll Advertising

Distribution Time : Depends on TGS Official Organizer Program
Time Slots from Sept. 21 (Thu.) to 24(Sun.)

※Pre-roll ad space will be provided before the organizer's program (live) of TGS2023. (Excluding Japan Game Awards)

※Non-exhibitors are also welcome to use this service.

※The sponsorship fee below is the minimum amount for submission. We can be flexible according to your budget.

※Although "Tobacco," "Alcohol," "Gambling," "FX," "Virtual Currency," and "Energy Drinks" will not be allowed to be posted on the website.

All advertisements are subject to prior review.

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



Advertising Fee *Agency Commission Included

JPY 3,300,000 (tax inclusive)



Note for Sponsorship Advertisers:

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

Note for Advertising Agencies:

1. The following advertising products are not eligible for sponsorship advertising.
A) Promoted accounts, B) Amplify Pre-roll (IVA) C) Reserved products (timeline takeover, timeline reach, and Trend takeover)
2. Please include the correct package name when you order the sponsorship ad package.
3. Cannot use reach & frequency in this plan.
4. Value of IO must be fully served
5. When promoting third-party tweets, please include "#PR" in the text.
6. Distribution to TAP is not allowed.
(Please make sure to remove the TAP check box from the distribution destination)
7. Please note that in the event that a distribution via TBM (*) or to TAP is inadvertently made, in addition to the distribution fee paid to Twitter, an additional fee will be paid directly to the TGS by the distributor to compensate for the erroneous distribution. Please note that in addition to the distribution fee paid to Twitter, the agency will be asked to make up for the erroneous distribution directly to TOKYO GAME SHOW Management Office.

*IO : Insertion Order (The number assigned to each project when ordering a Twitter ad)

*TAP : Twitter Audience Platform

*TBM: Twitter Business Manager

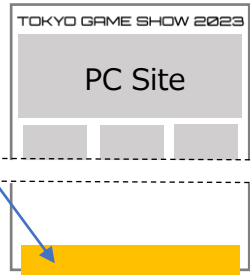
Special Sponsorship Program

TGS2023 is calling for Special Sponsorship Programs with **a wide range of non-exhibitors (other than game-related companies)**. The special sponsorship program eliminates competitors by category.
※Contact OMO for customized sponsorship.

Menu① Logo (Large-scale) on TGS2023

Logo placement as Special Sponsorship Company as follows:

- ① TGS Official Website (posting on July)
- ② Floor Map at Real Venue
- ③ Official Guidebook at Real Venue



<TGS Official Website>
Logo as TGS Special Sponsorship on TGS Top Page

- Running Period: July 4 through December 20, 2023 (planned)
- Posting: Top Page ONLY (PC · Mobile)
- Guarantee: Fixed Period
- Placement Order: Order of the Japanese syllabary

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

Menu② Logo on TGS Official Program Background

Logo on Backboard on Following Organizer's Program:

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

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

Menu③ Real (In-Person) Exhibit Space

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

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

Special Sponsorship Program

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

To Contact

**TGS Overseas Management Office
(OMO)**

【E-mail】

tgs@congre.co.jp

For Mainland China:

c/o Shanghai Lizhi Business Information Consulting
Service Center

Phone: +86-156-9213-4311

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

WeChat: xuehui481765

For Taiwan:

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

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

E-mail : georgechou@taitra.org.tw

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