



# TOKYO GAME SHOW VR 2023

## -WORLD JOURNEY-

Exhibit and Sponsorship Plans

Feb. 2023

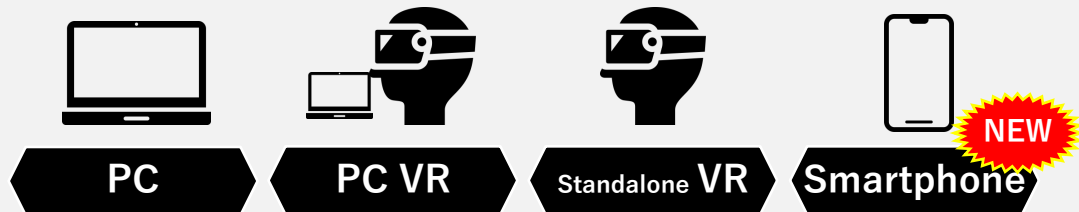
# Introduction.

## Tokyo Game Show Virtual Venue

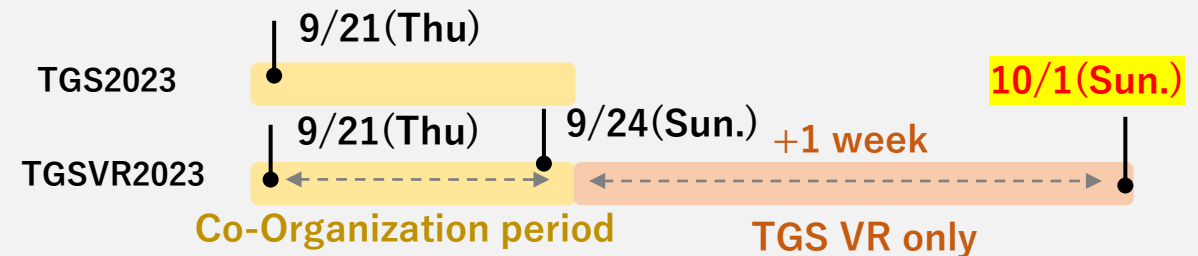
# TOKYO GAME SHOW VR 2023

(abbreviated as **TGSVR2023**) this year will be better than ever.

Now available on smartphone, while maintaining the immersive experience



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



Last year's TOKYO GAME SHOW VR 2022 was successful as a virtual venue for the Tokyo Game Show, created in cooperation with many stakeholders. The total number of visitors was approximately 390,000, and the average time spent per user was approximately 33 minutes. A survey showed a high level of satisfaction, and we received comments expressing high expectations for this year's event.

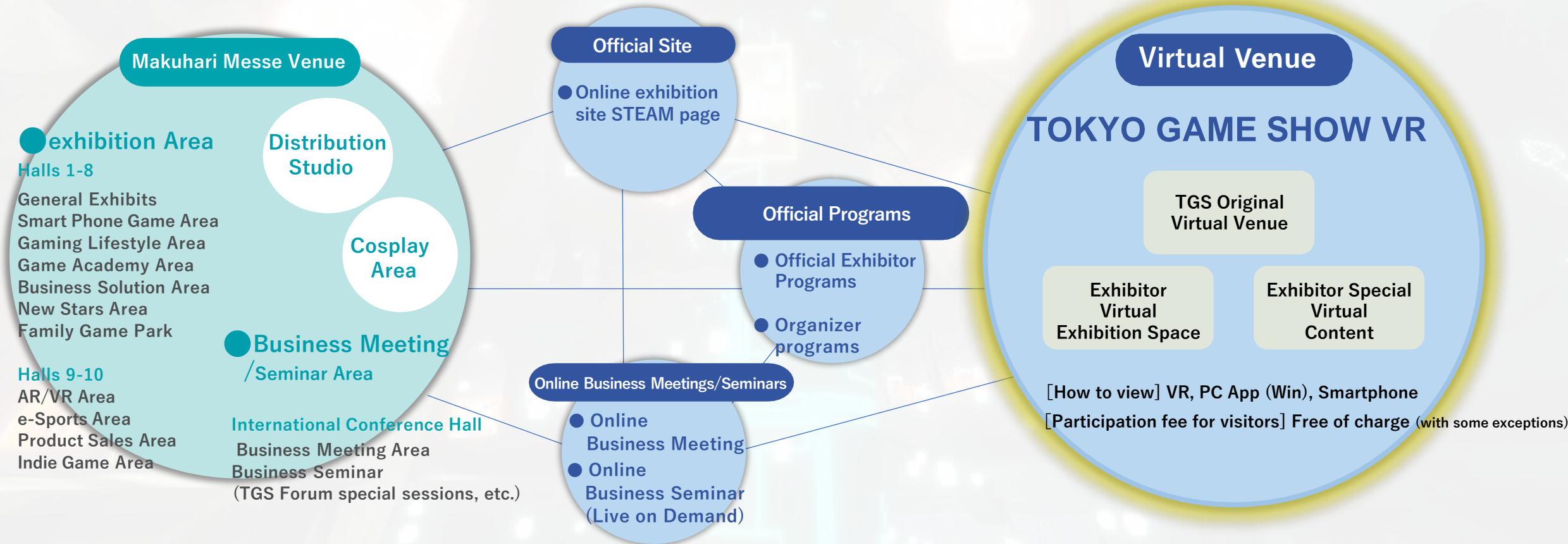
For the 2023 event, "the experience will be available on smartphones" and "the duration of the exhibition will be extended to 11 days (+1 week)". These changes have been made to create a new TGS experience and create a space that enables us to offer TGS content to a wider audience.

By participating in TGS VR, exhibitors will be able to set up their own booths and content in the virtual venue, exhibit in the virtual space, provide new experiences and a conduit for purchasing products. We hope you will consider exhibiting at TGS VR, as it will help exhibitors maximize their promotional activities.

# What is TOKYO GAME SHOW VR?

TOKYO GAME SHOW VR is a **Virtual venue for the TOKYO GAME SHOW.**

This will be a venue where exhibitors can take advantage of the unique and unique expression in the virtual space.





# Benefits of TGS VR

We contribute to maximizing promotions through the creation of exhibits and experiences that can only be offered with a virtual venue.



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 game fans who cannot come to the real venue

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 advertised value equivalent over 1.1 billion yen)



You can also visit the official TGS VR website below  
for details about TGSVR2022.

▼TOKYO GAME SHOW VR official website

<https://tgsvr.com/>



TOKYO GAME SHOW VR 2022 -DANGEON- PLAY MOVIE



TOKYO GAME SHOW VR 2022 STORY/PHOTO

\*The event has ended. Archived videos and images of the venue are available.

# TGSVR2022 Results

# TGSVR2022 Visitor Results

A total of 22 companies exhibited and sponsored the event,  
which attracted a total of more than 390,000 visitors.

Even more people enjoyed the event for a longer time than in 2021, when it was first held.

Number of exhibitors  
**22 companies**



Total number of visitors

**398,622** people  
(TGSVR2021: 210,566 people)

Average length of stay

**Approx. 33 min.**  
(TGSVR2021: approx. 22 min.)

Device Ratio

**VR 58.5%**  
**PC 41.5%**



# Opinions of Users (excerpts)

It was an extraordinary experience!  
It was something I had never experienced before.

I have come to love the game more and more.  
I learned about some fascinating companies that I hadn't know before.

We were able to see 3D models in front of our eyes, which we usually only see in games.

I got to shoot a selfie with the main character in the game! It was awesome.

The 3D model is very powerful when you see it up close...

Four of us got to go around the TGS VR!  
Everyone was so excited!





# Media Exposure from TGSVR2022

The total advertising value equivalent of gained media exposure was **over 1.1 billion yen.**

The virtual venue at the Tokyo Game Show, gave exposure to worldview and powerful 3D objects which were featured in images and videos.

TV exposure	Online	Number of YouTube posts
During the event: <b>More than 5 programs</b>	Domestic and foreign total: <b>More than 1,700 articles</b>	Domestic and foreign total: <b>More than 150 videos</b>

**TGSVR2023**

# Looking ahead to TGSVR2023

## TOKYO GAME SHOW VR 2023 -WORLD JOURNEY-

This year marks the third time the TGS VR has been held and we will be exhibiting booths in virtual spaces and offering new experiences.

In 2023, TGS VR will evolve even further.

Participation will now be possible via smartphone, while still keeping the immersive experience of VR technology.

The experience has evolved from “booths” to a “world”. Immerse yourself in the game world and love the game even more.

\*Details of the TGSVR2023 concept and experience design will be shared in due course.

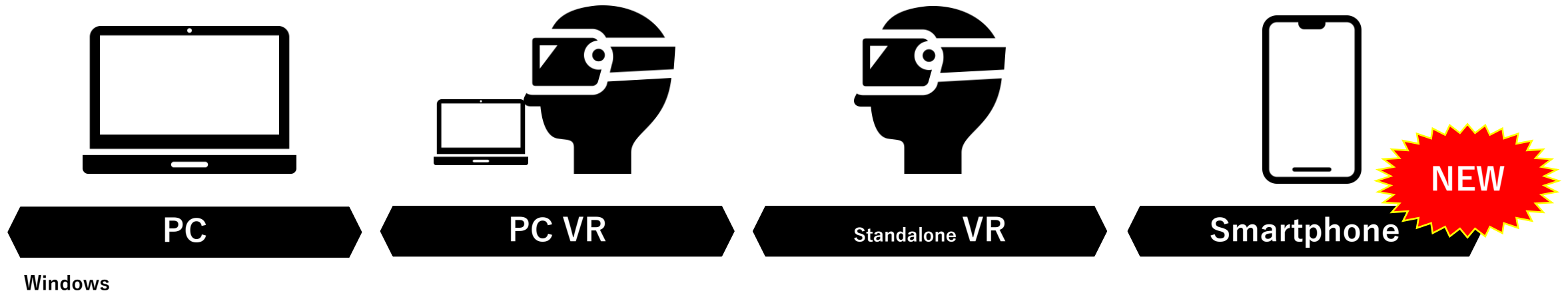
\*Images are for illustrative purposes.



# How to use TGS VR

Admission for TGSVR2023 is free.

This new experience is also available on smartphones in addition to the experience on a PC or VR (head-mounted display)



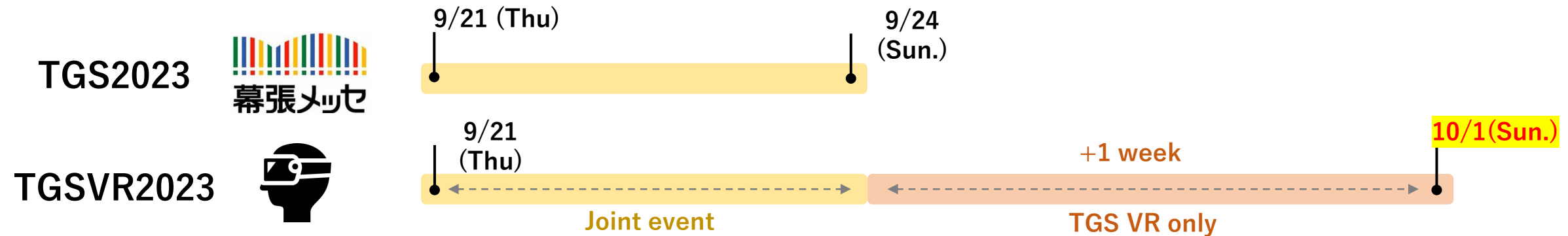
## Supplementary Information

- The design and development of a UI, etc. is underway based on the premise of providing smartphone support which, in principle, will provide the same experience as that of a PC.
- Details of the smartphone experience will be shared as soon as possible.

# Event Schedule

## Dates: Thursday, September 21 - Sunday, October 1, 2023

Many people said that because TGSVR2022 was a four-day event and that they "didn't get to experience it" or "it was over before they knew it," and some of the participants also said they were unable to experience TGS VR because they were "attending TGS" so, by extending the TGS VR beyond the end of TGS, it will make it easier for more users to experience it.



### Supplementary Information

- Details on the start and end times of the event will be shared as soon as possible.

## WORLD JOURNEY

Immerse yourself in the game world and love the game more.



# **Exhibit and Sponsorship Plans**

# TGSVR2023 Plans

Only for Game-related Companies, VR Platformers

## TGSVR2023 Exhibit Plan

### Exhibit Plan

#### Gold

A large in-house space created in the center of the exhibit area. Customized production and embodiment of the game world are also available upon request.

JPY  
22,000,000.- and up

#### Silver

Creation of own space in the exhibit area. Customized production and embodiment of the game world are also available upon request.

JPY  
11,000,000.- and up

#### Bronze

Creation of own space in the exhibit area. Possible to provide a unique virtual experience based on exhibit patterns

JPY  
6,600,000.- and up

## 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".

\*In principle, the contents of the exhibit are the same as the "TGSVR2023 Exhibit Plan" above.

\*Considering the possibility of exhibiting at both the real venue and the TGS VR to achieve a synergistic effect.

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

The following prices are for basic exhibits, which do not include customized production.  
\*Customization and game world embodiment are subject to separate production fees depending on the product.  
\*Please refer to the next section and beyond for details of the plans.

ONLY for Non-Exhibitor

\*Please refer to the next section and beyond for details of the plans.

## TGSVR2023 Sponsorship Plan

#### Premium

The top level plan for a full Metaverse experience. Creating an advertising experience that is experiential and enjoyable for users, rather than just viewing.

JPY  
55,000,000.- and up

#### Standard

This plan can be used to build a track record in the Metaverse and for introductions. Creating an advertising experience that is experiential and enjoyable for users, rather than just viewing.

JPY  
16,500,000.- and up

# TGSVR2023 Exhibition Plan (for game-related companies and VR platformers only)

There are three exhibition plans: Gold, Silver, and Bronze.

For either plan, choose an exhibit pattern according to the contents of your exhibit. We will respond to customization upon request. If you can provide your own game assets, we can also consider embodying scenes and sets in the game world.

\*Additional production costs will be incurred depending on the content of the production.

\*Consult with us on the availability of support depending on the format of the data.

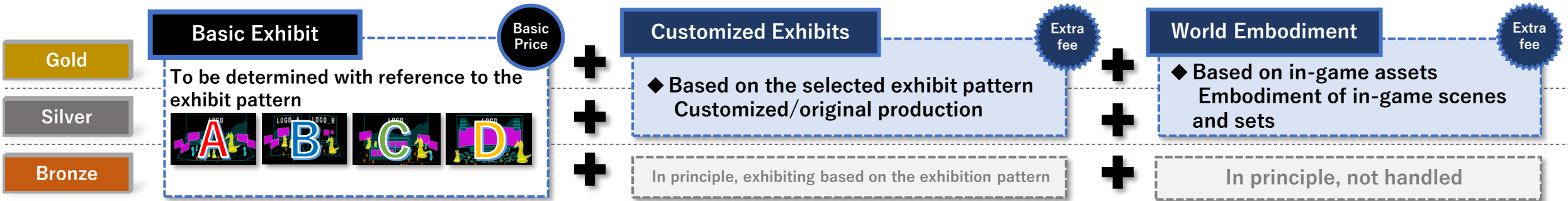


Exhibit plan	Draft details	World embodiment	Number of boxes	Space (room, area, outer space)			PR Material		Other installations		Fee plan Basic Price	Notes
				Location	Design	Area	Video	Poster Images	3D model	WEB EC Links		
Gold	Basic Exhibit + Customized Exhibits	○ Negotiable	Assumed 3 companies	Exhibit Area central	pattern based + customize	Approx. 90m x 45m	○ Up to 15 Negotiable	○ Up to 10 Negotiable	○ *Consultation required with animation	○	JPY 22,000,000.- and up	Customization/W orld reproduction: Amount to be determined based on the production
Silver	Basic Exhibit + Customized Exhibits	○ Negotiable	Assumed 15 companies	Exhibit Area	pattern based + customize	Approx. 30m x 30m	○ Up to 10 Negotiable	○ up to 8 Negotiable	○ *Consultation required with animation	○	JPY 11,000,000.- and up	Customization/W orld reproduction: Amount to be determined based on the production
Bronze	Basic Exhibit	Not available in principle	Assumed 23 companies	Exhibit Area	pattern based	Approx. 12m x 12m	○ Up to 5 Negotiable	○ Up to 5 Negotiable	○ *Static	○	JPY 6,600,000.- and up	

## supplementary information

The above menu is in the development stage. The contents may be subject to change.

\*In addition to the venue space usage fee, the above fees include the cost of creating exhibit content based on the exhibition pattern.

\*If customization or original production work beyond the exhibition pattern base is required (space planning, 3DCG data conversion, CG production, etc.), a separate production fee will be charged.

\*A decision will be made by the selection committee only when the number of applications exceeds the number of slots available. The order of priority is listed in the "Exhibition Space Selection" section of the TOKYO GAME SHOW VR 2023 Exhibition Regulations.

Exhibitors and sponsors are limited to companies and products that comply with CESA's Code of Ethics. (CESA Code of Ethics: <https://www.cesa.or.jp/guideline/ethics.html>)

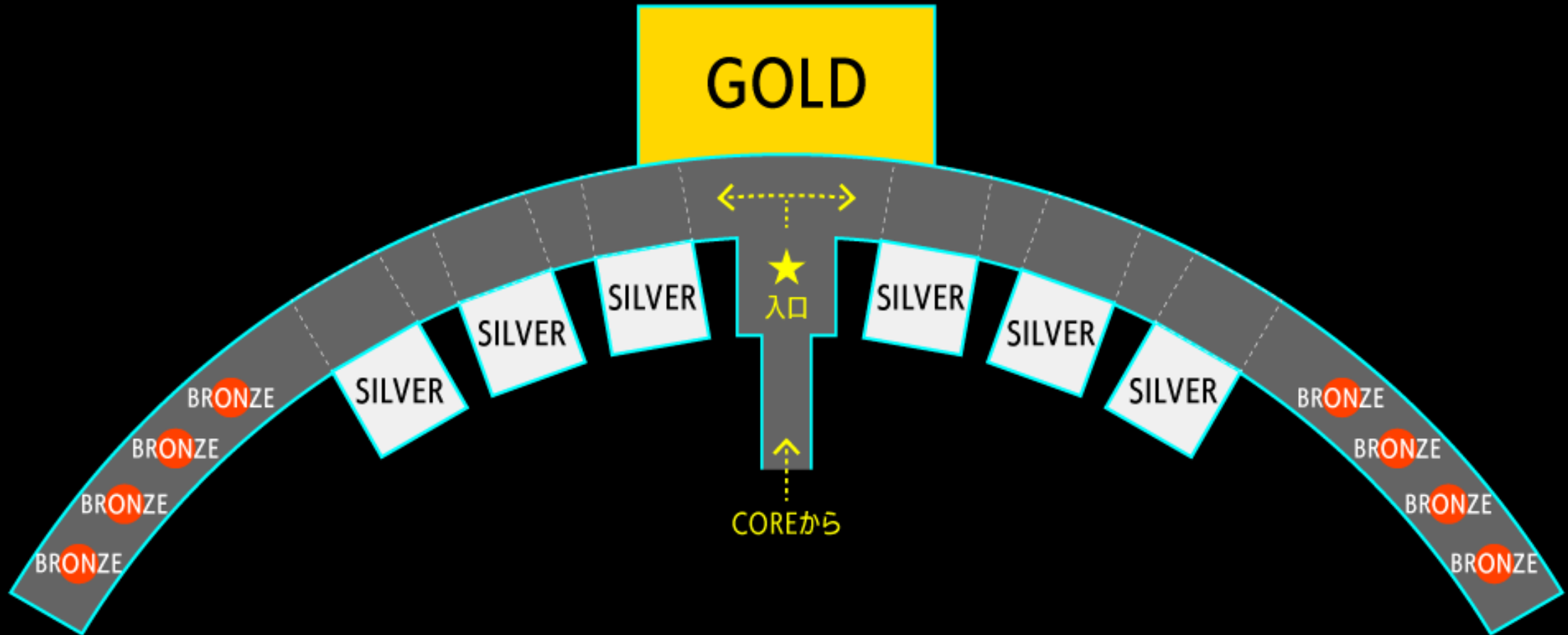
Entities and organizations exhibiting at TOKYO GAME SHOW VR 2023 will be treated the same as online exhibitors in the "TOKYO GAME SHOW 2023 Exhibition Regulations."



# Images for each plan

The following images were created for illustrative purposes only.

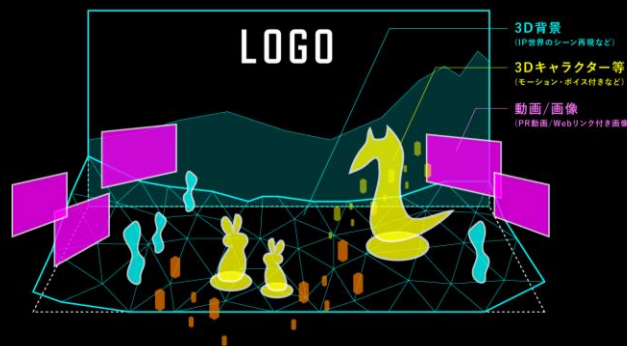
The higher the plan, the more space can be created in the center of the exhibit area.



# Exhibit Patterns

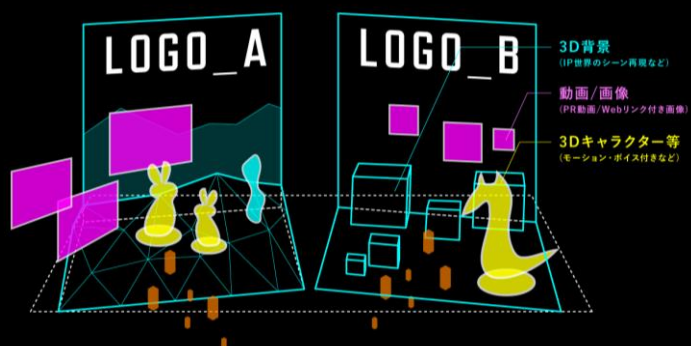
The following images were created for illustrative purposes only.

## A: Single theme



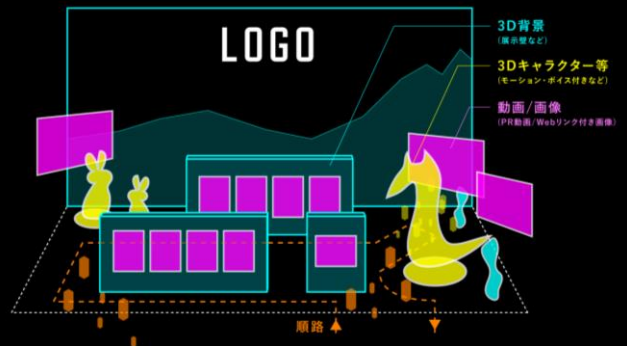
Space suitable for a single message and theme.

## B: Multiple messages



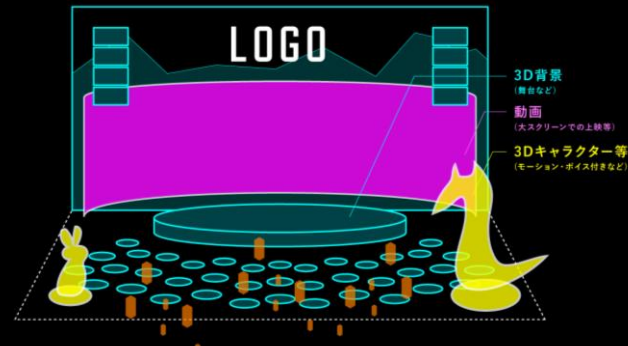
Multiple messages and themes.  
Suitable for separate zones within the space.

## C: Story



Awareness of user flows.  
Space to show a message in order.

## D: Theater

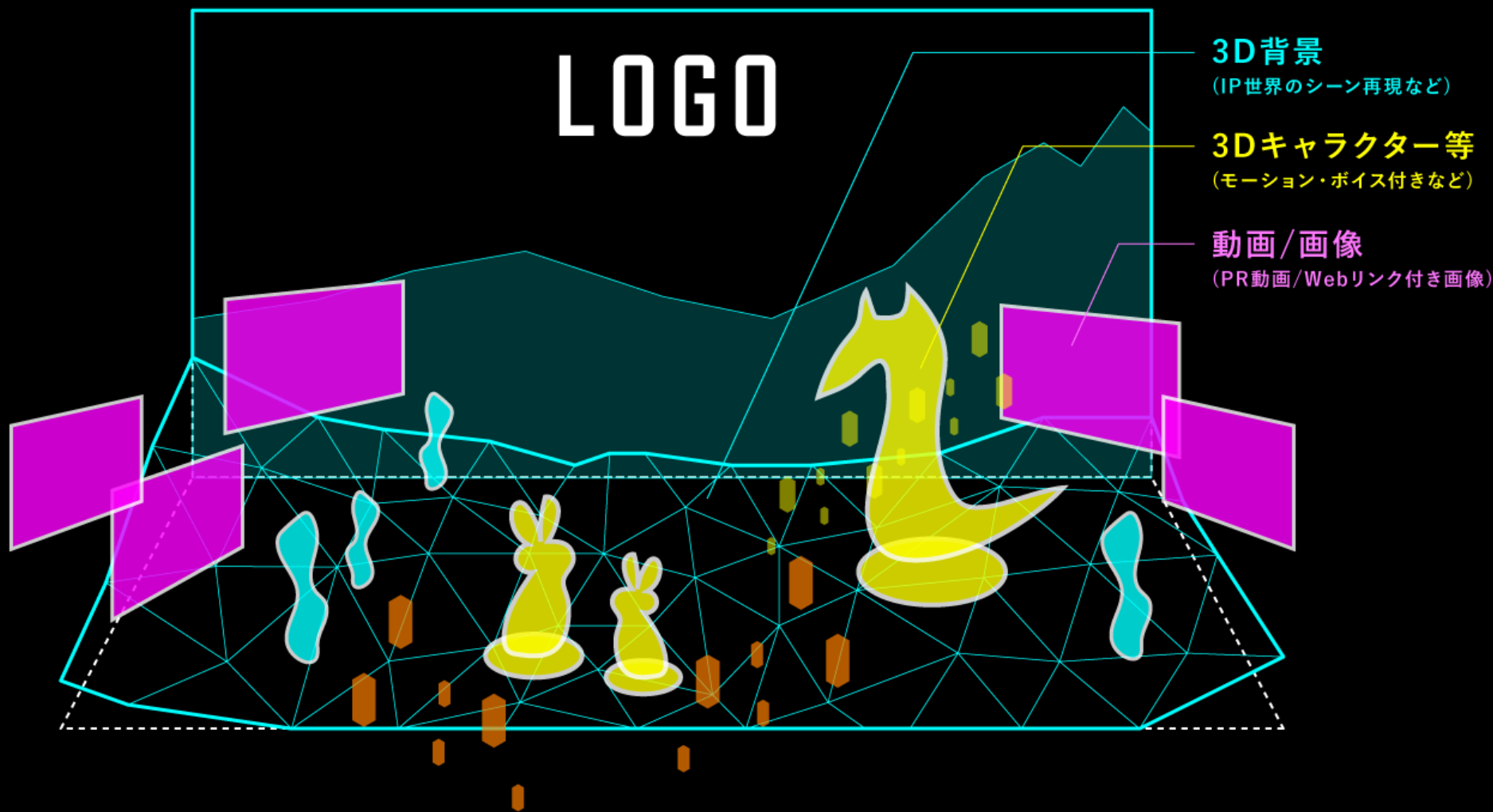


Space suitable mainly for watching videos.  
It is also possible to set up a main video screen, etc.

# A: Single Theme

The following images were created for illustrative purposes only.  
The images below show the equivalent of the Silver Plan.

Exhibit pattern suitable for cases where there is only one message or theme.  
Can create a world view using a wide space.

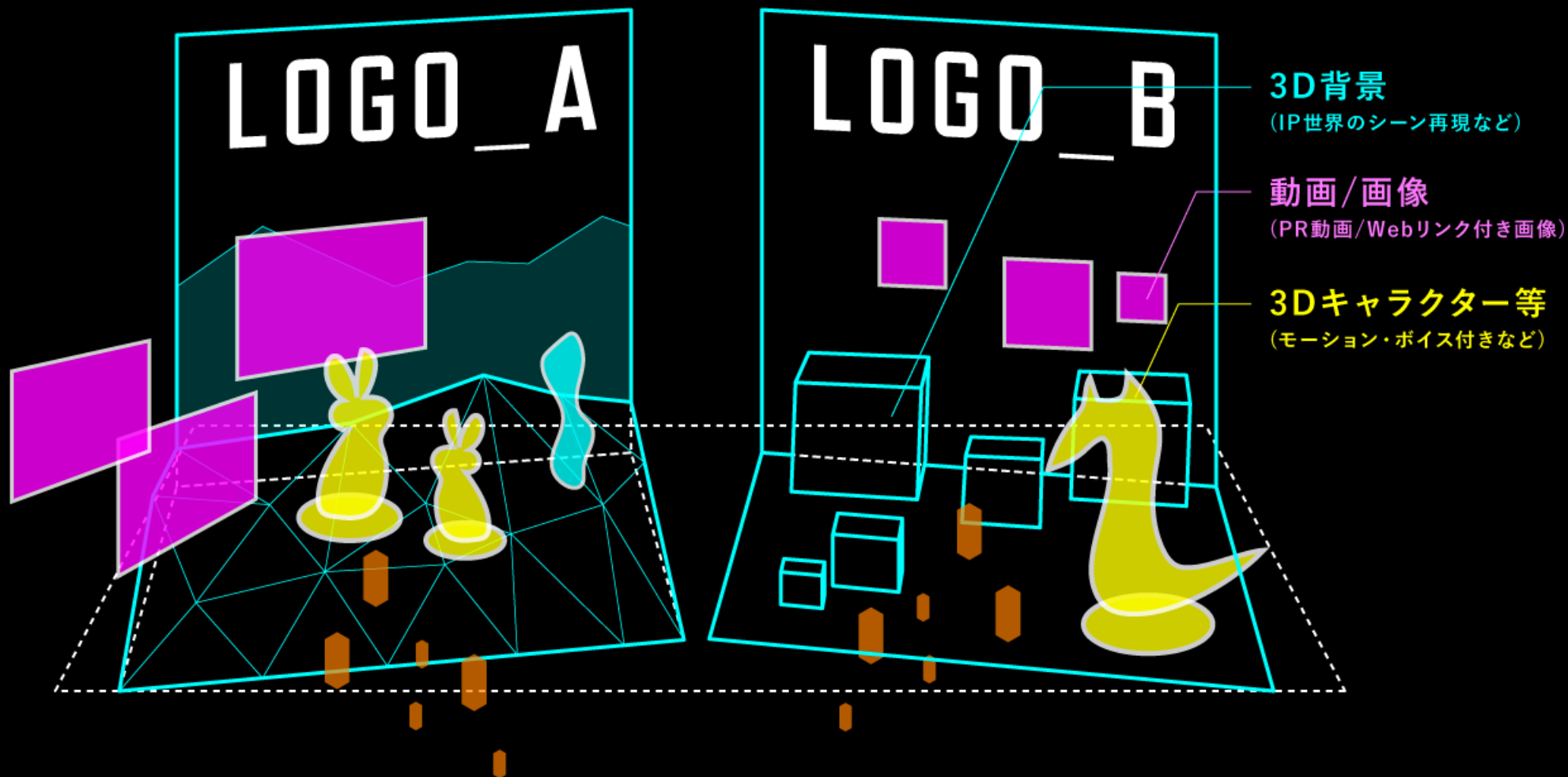




# B: Multiple Messages

The following images were created for illustrative purposes only.  
The images below show the equivalent of the Silver Plan.

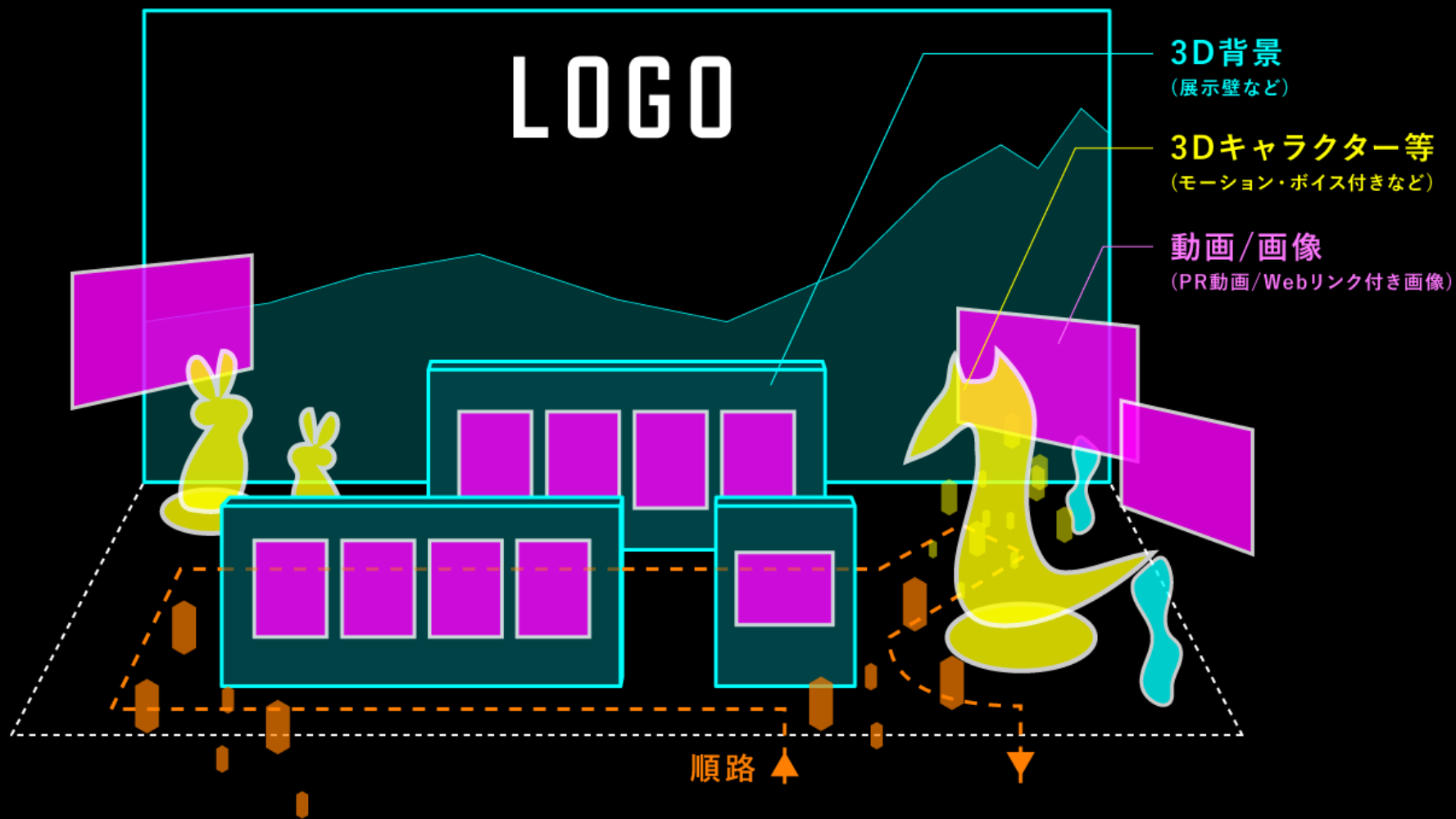
This space is suitable for zoning within the space for multiple messages and themes.  
The allocation and arrangement of space within the space can also be freely designed.



# C: Story

The following images were created for illustrative purposes only.  
The images below show the equivalent of the Silver Plan.

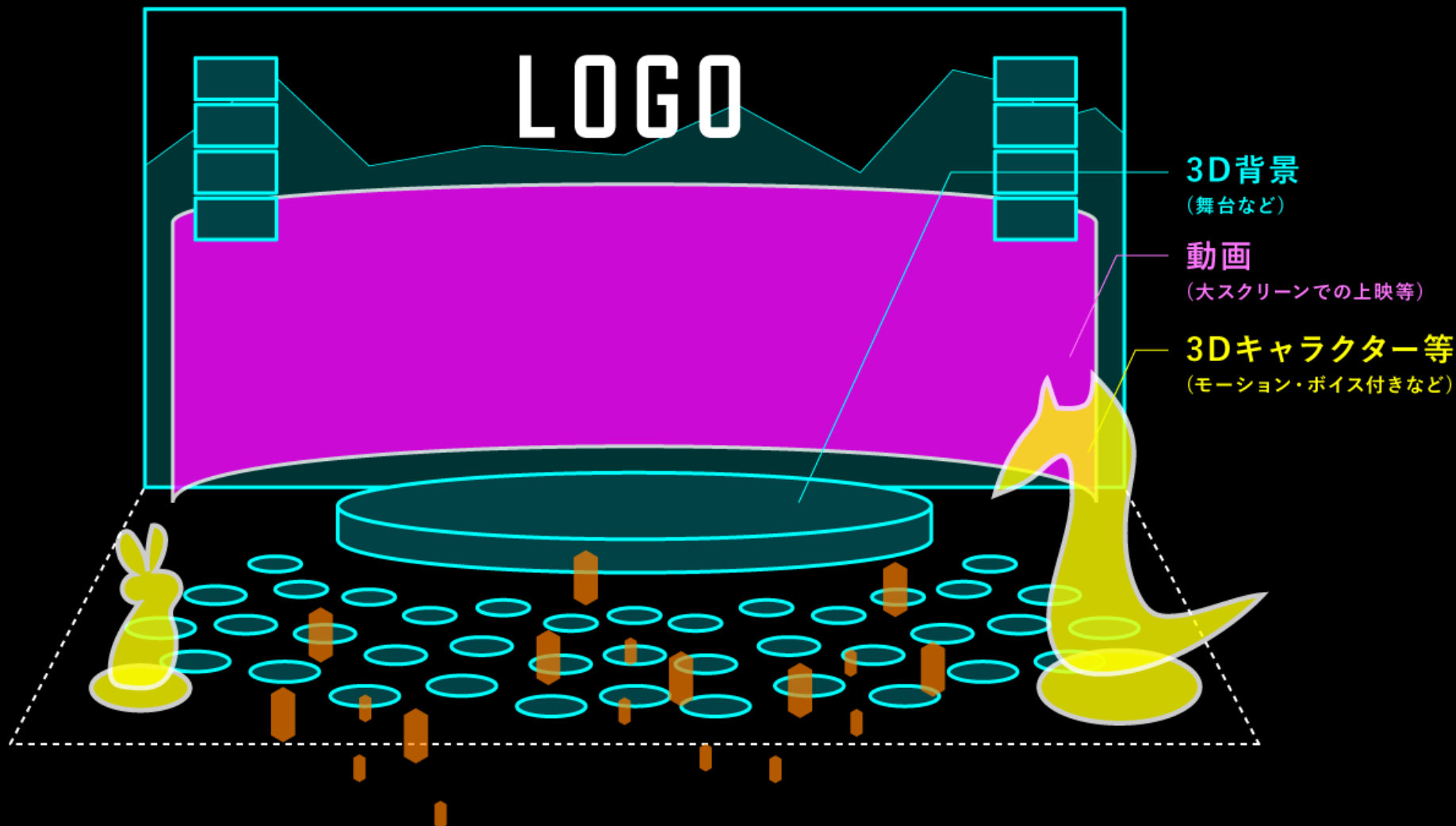
A space where appealing content can be shown in an orderly fashion with user flow in mind.  
Ideal for large numbers of images or videos.



# D: Theater

The following images were created for illustrative purposes only.  
The images below show the equivalent of the Silver Plan.

Space suitable mainly for watching videos.  
It is also possible to set up a main video screen, etc.



# Tokyo Game Show "AR/VR Area" Set Exhibit Plan

By exhibiting at the "AR/VR Area" at the Tokyo Game Show to be held at Makuhari Messe and "TGSVR2023" as a set  
**Receive 10% OFF the booth fee for Tokyo Game Show and 10% OFF the TGS VR Basic exhibition fee.**

In addition, we are also considering measures to achieve synergistic effects from exhibiting at both the Tokyo Game Show and TGS VR.

- ❑ Enter the code distributed at Makuhari Messe at TGS VR to get a bonus!
- ❑ AR/VR Area at Makuhari venue within the TGS VR space
- ❑ Guiding visitors to the exhibitors' space in the AR/VR Area at the TGS VR Experience Corner at Makuhari Messe.

Exhibit plan	Draft details	World embodiment	Number of boxes	Space (room, area, outer space)			PR Material		Other installations		Feeplan Basic Price	Notes
				Location	Design	Area	Video	Poster Images	3D model	WEB EC Links		
gold	Basic Exhibit + Customized Exhibits	○ Negotiable	Assumed 3 companies	Exhibit Area central	pattern based + customize	Approx. 90m x 45m	○ Up to 15 Negotiable	○ Up to 10 Negotiable	○ *Consultation required with animation	○	JPY 22,000,000.- and up 10%OFF	Customization/World Embodiment: Amount to be determined based on the production
silver	Basic Exhibit + Customized Exhibits	○ Negotiable	Assumed 15 companies	Exhibit Area	pattern based + customize	Approx. 30m x 30m	○ Up to 10 Negotiable	○ up to 8 Negotiable	○ *Consultation required with animation	○	JPY 11,000,000.- and up 10%OFF	Customization/World Embodiment: Amount to be determined based on the production
bronze	Basic Exhibit	Not available in principle	Assumed 23 companies	Exhibit Area	pattern based	Approx. 12m x 12m	○ Up to 5 Negotiable	○ Up to 5 Negotiable	○ *Static	○	JPY 6,600,000.- and up 10%OFF	

## Supplementary Information

The above menu is in the development stage. The contents may be subject to change.

\*In addition to the venue space usage fee, the above fees include the cost of creating exhibit content based on the exhibition pattern.

\*If customization or original production work beyond the exhibition pattern base is required (space planning, 3DCG data conversion, CG production, etc.), a separate production fee will be charged.

\*A decision will be made by the selection committee only when the number of applications exceeds the number of slots available. The order of priority is listed in the "Exhibition Space Selection" section of the TOKYO GAME SHOW VR 2023 Exhibition Regulations.

Exhibitors and sponsors are limited to companies and products that comply with CESA's Code of Ethics, and even if they do comply with the Code of Ethics, they may be denied entry upon screening. (CESA Code of Ethics: <https://www.cesa.or.jp/guideline/ethics.html>)

Entities and organizations exhibiting at TOKYO GAME SHOW VR 2023 will be treated the same as online exhibitors under the "TOKYO GAME SHOW 2023 Exhibition Regulations."



# TGSVR2023 Sponsorship Plan (for general corporate use only)

There are two sponsorship plans: "Premium" and "Standard".

In either plan, the company's space is set up within the TGS VR space, allowing for brand promotion and PR.

Exhibit plan	Draft details	number of boxes	Space (room, area, outer space)			PR Materials		Other installations		Fee plan	Notes
			Location	Design	Area *Image	Video	Poster Image	3D model	WEB EC Links		
Premium	In the central area in the world Corporate and brand appeal	Assumed several companies	In-world near the center	Fully Customize	Approx. 90m x 45m	○ Up to 15 Negotiable	○ Up to 10 Negotiable	○ *Consultation required with animation	○	JPY 55,000,000.- and up	Amount depending on production
Standard	In the World Corporate and brand appeal	Assumed 10 companies	in-world	Customized	Approx. 12m x 12m	○ Up to 10 Negotiable	○ up to 8 Negotiable	○ *Consultation required with animation	○	JPY 16,500,000.-and up	Amount depending on production

## Supplementary Information

The above menu is in the development stage. The contents may be subject to change.

The above fees include the use of venue space as well as the cost of content production.

\*If customization or original production work beyond what is expected (space planning, 3DCG data conversion support, CG production, etc.) is required, a separate production fee will be charged.

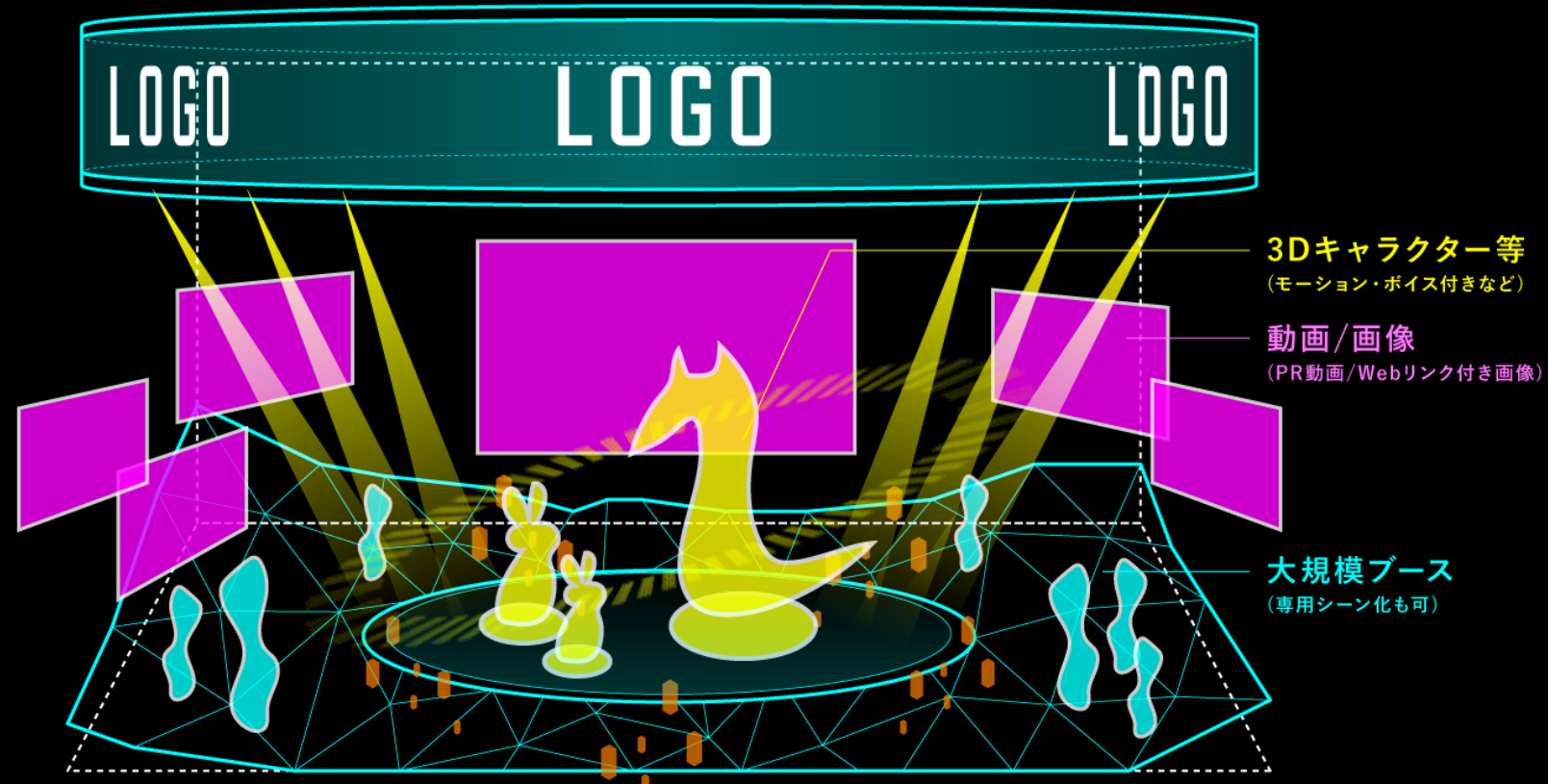
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(CESA Code of Ethics: <https://www.cesa.or.jp/guideline/ethics.html>)

# Sponsorship Premium Plan

The following images were created for illustrative purposes only.

Top level plan for a full Metaverse experience

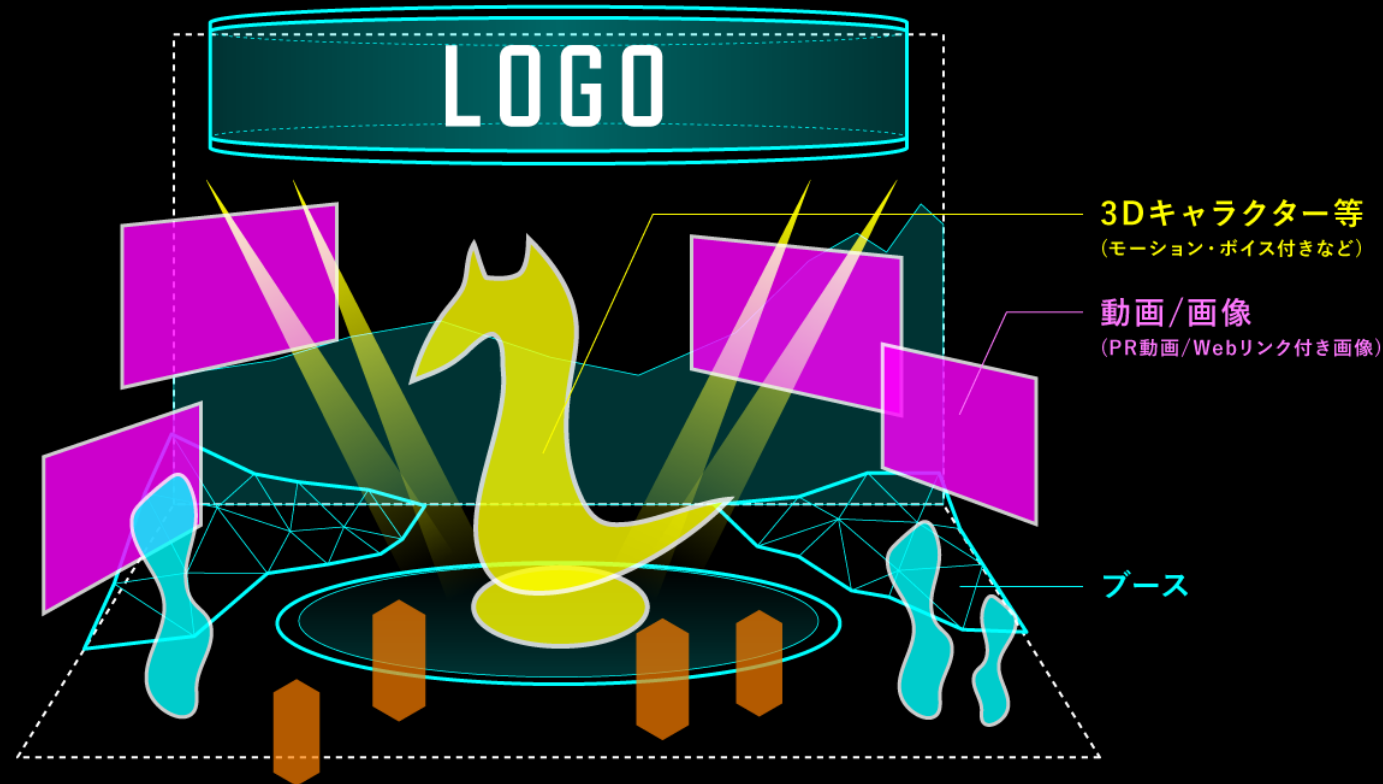


- The top level plan that can be fully utilized to gain recognition from gamers, early adopters, and Generation Z, create metaverse content such as interactive 3D objects and digital items, and gain visitor engagement at global gaming and metaverse events.
- Not simply placing ads, but with the infinite creativity and scale that only the Metaverse can offer, we can create advertising experiences that are “experiential, not just viewed” and “enjoyable for the user”.

# Sponsorship Standard Plan

The following images were created for illustrative purposes only.

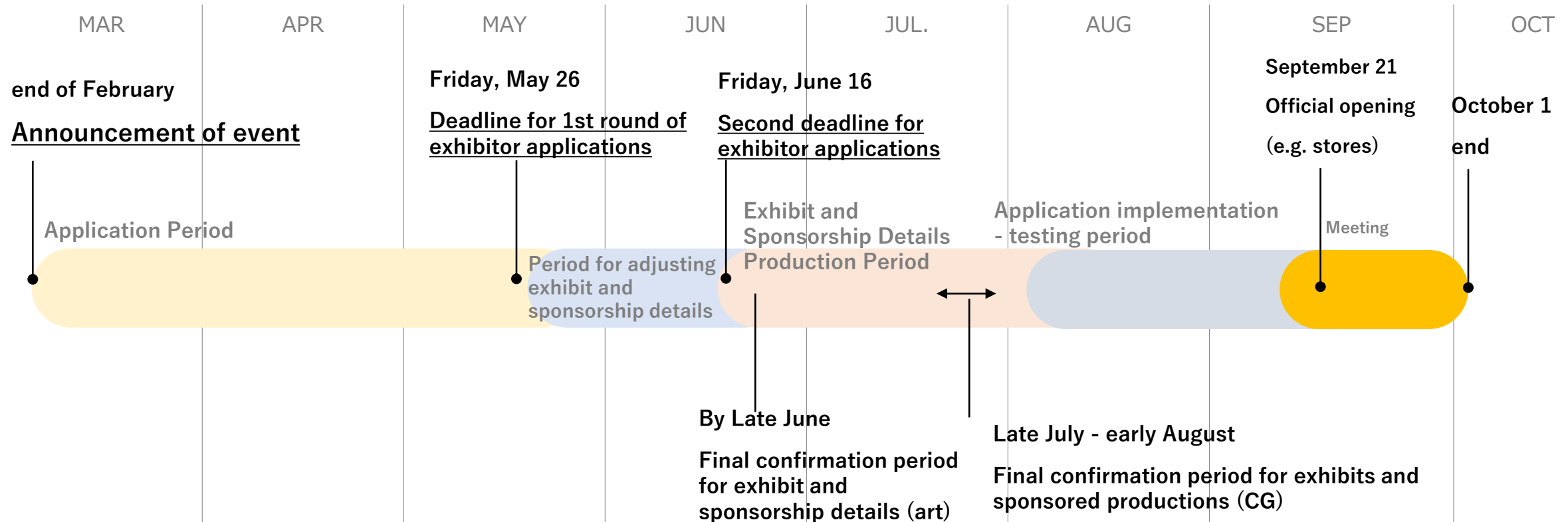
Plans that can be used to build a track record in the Metaverse and make an introduction



- Standard Plan for interactive 3D objects, digital items, and other content to experience the Metaverse and gain visitor engagement
- Not simply placing ads, but with the infinite creativity and scale that only the Metaverse can offer, we can create advertising experiences that are "experiential, not just viewed" and "enjoyable for the user".

# TGSVR2023 Application and Implementation Schedule

\*Subject to change



If there are still spaces available for exhibitors and sponsors after the first round of applications and decisions, a second application period will be held to accommodate the remaining number of spaces.

\*The above schedule is subject to change



# Exhibit Terms and Conditions

Entities and organizations wishing to exhibit at TOKYO GAME SHOW 2023 shall apply to exhibit in accordance with the following "TOKYO GAME SHOW 2023 Exhibition Regulations" (hereinafter referred to as the "Regulations") and "TOKYO GAME SHOW VR 2023 Exhibition Regulations" (hereinafter referred to as the "Regulations"). Unless otherwise specified, these Rules and Regulations shall apply equally to the "Exhibition Guidelines" and various regulations, guidelines, and instructions separately specified by the Computer Entertainment Supplier's Association (hereinafter referred to as the "Organizer") and Nikkei BP, Inc. (hereinafter collectively referred to as the "Co-sponsors"). After receiving this application and confirming the details of the application, the Secretariat (hereinafter defined as the "Secretariat") will issue a "Notice of Acceptance of Application for Exhibit". The exhibitor agrees that this constitutes the conclusion of a contract for exhibition.

## Tokyo Game Show 2023 Exhibition Rules and Regulations

[>> >Tokyo Game Show 2023 Exhibition Exhibition Rules and Regulations](#)

## TOKYO GAME SHOW VR 2023 Exhibition Regulations (1)

### Application and Contract Periods

1. The company or organization wishing to exhibit (hereinafter referred to as "applicants") shall understand the purpose of the event and agrees to the terms and conditions of this agreement. (Hereafter, companies or organizations that have had their applications accepted shall be referred to as "Exhibitors").
2. If the secretariat deems it necessary to conduct an investigation to determine whether or not an application is acceptable, the prospective exhibitor shall cooperate in the display of materials and investigation, etc., in accordance with the instructions of the secretariat.
3. The final deadline for the submission of applications is Friday, June 16, 2023. However, applications will be closed when the maximum number of exhibitors has been reached even if before the deadline. Applications may be accepted after the final deadline for each plan if there are spaces available.
4. The secretariat will not disclose the reasons for the decision of exhibitors.
5. The contract period is from the date of acceptance of applications by the secretariat to the date of completion of the details of the Exhibition Plan.
6. The secretariat reserves the right to change the contract period if it deems it necessary for the operation of this event. In such a case, the exhibitor must comply with the instructions.

### ■ Selection of Exhibit Spaces

The number of exhibitor slots for this event will be determined by the selection committee only when the number of applications exceeds the number of slots available. The order of priority shall be as follows

- Priority Order (1): Exhibitors who have exhibited at TGSVR2022
- Priority Order (2): Exhibitors who have exhibited at TGSVR2021
- Priority Order (3): Other exhibitors

If the same conditions apply, priority will be given in the following order: "exhibitors with real exhibits in 2023 and the largest number of booths," "exhibitors who met the application deadline," and "CESA member companies". If the same conditions are still met, the exhibitors will be selected by drawing lots.

The date and time of the selection meeting are scheduled as follows

- First round of applications: Tuesday, May 30, 2023
- Second round of applications: Monday, June 19, 2023

# Exhibit Terms and Conditions

## TOKYO GAME SHOW VR 2023 Exhibition Regulations (2)

### ■ Exhibitor Responsibilities

1. Exhibitors shall exhibit at this event at their own risk and shall bear full responsibility for any actions performed by the Exhibitor and the results thereof.
2. Exhibitors represent and warrant to the Organizer and the Secretariat that they own the rights to the exhibited materials and that they do not infringe upon the rights of any third party.
3. Exhibitors are responsible for resolving any problems that arise with users or other third parties regarding the contents of exhibitor materials, postings, distributions, etc., at their own responsibility and expense, and the organizer and the secretariat shall bear no responsibility whatsoever.
4. Exhibitors shall resolve any unauthorized use of the exhibitor's materials by users or other third parties, or any other infringement of rights in relation to the exhibited materials, at their own responsibility and expense, and the organizer and the organizer's secretariat shall bear no responsibility whatsoever.
5. The preparation and maintenance of computers, software, other equipment, communication lines and other communication environments necessary for exhibiting at this event shall be carried out at the exhibitor's expense and responsibility. The exhibitor shall take security measures to prevent computer virus infection, unauthorized access and information leakage at their own expense and responsibility according to their own usage environment.
6. The exhibitor shall manage any confidential information regarding this event, the organizer and the secretariat that has been disclosed in connection with the exhibition contract with the care of a good manager and shall not use confidential information for purposes other than fulfilling the exhibition contract, nor leak or disclose it to any third party.
7. Exhibitors are not allowed to assign or rent (regardless of whether or not there is a transfer or rental fee) any contractual status or rights arising from these terms and conditions or the exhibition contract to any third party without the prior written consent of the Management Office.

### Exhibit Plan Specifications and Fees

The specifications of each exhibition plan may be added to or changed by the secretariat as necessary.

The basic fee for each exhibition plan and the fees for customized production, etc. shall be determined by the secretariat based on the contents of the exhibition.

### Payment of exhibitor's fee

1. After receiving the invoice issued by the Management Office, the exhibitor must transfer the total exhibition fee to the designated bank account of the Management Office by the payment deadline (in principle, one month after the date of application).
2. If the exhibitor fails to pay the exhibition fee as stipulated in the preceding clause, the exhibitor shall pay the Secretariat interest at 14.6% per annum (calculated on a daily basis over 365 days).
3. The deadline for payment may be changed upon consultation between the Management Office and exhibitors.

### Cancellation and Termination Fees

If an exhibitor wishes to cancel the exhibition contract, the exhibitor shall send a written notice of cancellation stating the exhibitor's name, the signature and seal of the representative, the name and contact details of the person in charge, the date and time of the cancellation request and the reason for cancellation to the Secretariat. A cancellation notice shall then be sent to the applicant. The cancellation fee for each cancellation date shall be as follows.

#### 【Cancellation Fee】

- From the date of application to Friday, June 16, 2023: 50% of the exhibition fee
- After Friday, June 16, 2023: 100% of the exhibition fee

# Exhibit Terms and Conditions

## TOKYO GAME SHOW VR 2023 Exhibition Regulations (3)

### Termination of Exhibit Agreement, etc.

1. The Management Office reserves the right to terminate the exhibition contract without notice if any of the following events occur.
  - (1) If the exhibitor fails to pay all or part of the exhibition fee even after the payment deadline.
  - (2) If the exhibitor violates these terms and conditions
  - (3) If an act is performed that brings this event, the organizer, or the secretariat into disrepute.
  - (4) If the exhibitor does not follow the instructions of the organizer or the secretariat.
  - (5) If the secretariat deems that the relationship of trust between the secretariat and exhibitors has been seriously damaged.
2. If the exhibition contract is terminated in accordance with the preceding clause, the exhibitor shall not be entitled to receive a refund of the exhibition fee and shall not be entitled to make any claim for compensation for damages against the organizer or the secretariat.
3. Exhibitors must immediately indemnify the organizers and the Organizers' Association for any direct or indirect damages (including legal fees) resulting from a breach of these terms and conditions or from the conduct of the exhibitor at this event.

### Postponement, change of event period, or cancellation of the event due to force majeure, etc.

If it is deemed difficult to hold the event for any of the reasons listed below, the organizer and secretariat reserve the right to postpone, change the event date, or cancel the event. In the event of cancellation, the exhibitor's fee will be refunded to the exhibitor after deducting the necessary expenses for production up to the time of the cancellation, in addition to the cancellation fee. The organizer and the secretariat will not be liable to the exhibitor for any damage incurred by the exhibitor due to the postponement, change of dates, or cancellation of the event for any of the reasons listed below, except for the refund of the exhibitor's fee as described above.

- (1) When it is necessary to urgently inspect the computer system related to this event
- (2) When computers or communication lines have stopped due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms, fires, tsunamis, floods, landslides, lightning, explosions, fires, etc.)
- (4) Social disorder (including war, terrorism, hostilities, civil strife, riots, civil commotion, etc.)
- (5) Acts of public authorities (including enactment, amendment or repeal of laws and regulations, intervention by government agencies, administrative orders, trade embargoes, etc.)
- (6) Spread of infectious and contagious diseases (including various bacteria and viruses)
- (7) Shortage of materials and resources (including shortages of electricity, gas, and water supply, shortages of oil, raw materials and materials, etc.)
- (8) Labor disputes (including strikes, sabotage, lockouts, etc.)
- (9) Non-performance of important customers (including bankruptcy or insolvency of management company)
- (10) Other reasons, in addition to the preceding items, not attributable to the organizer and the secretariat.

# Exhibit Terms and Conditions

## TOKYO GAME SHOW VR 2023 Exhibition Regulations (4)

### ■ Prohibited items

1. Exhibitors shall not engage in any of the following acts in connection with this event.
  - (1) Any act that violates laws and regulations or related to criminal acts.
  - (2) Any act that infringes on the intellectual property rights, portrait rights, privacy rights, honor, or other rights or interests of the organizer, the secretariat, other exhibitors, users participating in this event, or other third parties (including disassembling, decompiling, reverse engineering, or any other act that directly or indirectly causes such infringement)
  - (3) Acts that offend public order and morals
  - (4) Transmission of information that the organizer or the secretariat determines falls under or corresponds to any of the following
    - Information that contains computer viruses or other harmful computer programs.
    - Information that contains excessive violent or cruel expressions
    - Information that contains excessively obscene expressions
    - Information containing expressions that promote discrimination.
    - Information that promotes self-harm or self-injurious acts.
    - Information that promotes the inappropriate use of drugs
    - Information that includes expressions that are antisocial.
    - Information that includes expressions that may cause discomfort to others.
  - (5) Any acts that may cause damage to or interfere with the use or operation of the communication facilities, computers, or other equipment and software of the organizer or the secretariat, or any other acts that may interfere with the operation of this event.
  - (6) Other acts that the organizer or the secretariat deem inappropriate.
2. If the Organizer or the Management Office determines that the Exhibitor has performed or is likely to perform any of the acts described in the preceding paragraph, the Management Office may instruct the Exhibitor to stop or change the posting or distribution of the Exhibitor's materials, and the Exhibitor shall comply with the request at its own responsibility and expense. In this case, the exhibitor's fees shall not be refunded, and the organizer and the secretariat shall not be liable for any damage caused by the payment.

### ■ Disclaimer

1. The Organizer and the Management Office shall not be liable to compensate exhibitors or prospective exhibitors for any damages incurred by default by the Organizer or the Management Office or due to any illegal act by the Organizer or the Management Office beyond the amount of the exhibition fee paid by the exhibitors or prospective exhibitors to the Organizer or the Management Office, nor shall they be liable for incidental damages, indirect damages, special damages, future damages or lost profits.
2. Notwithstanding the provisions of the preceding paragraph, the Organizer and the Secretariat shall not be liable to compensate exhibitors or prospective exhibitors for damages incurred by, except in the case of willful misconduct or gross negligence, where the other provisions of these terms and conditions provide that the Organizer and the Secretariat are indemnified against such damages.



# Exhibit Terms and Conditions

## TOKYO GAME SHOW VR 2023 Exhibition Regulations (5)

### ■Handling of personal information

1. Exhibitors shall comply with all applicable laws and regulations when collecting personal information through the Event. In particular, Exhibitors shall obtain the consent of the relevant person(s) before providing any Personal Information to any third party. If any dispute arises between the exhibitor and the person(s) whose personal information is provided through this event, the exhibitor shall be responsible for resolving the dispute at his/her own expense and the organizer and the secretariat shall not be liable for any damage caused.
2. The secretariat may use the personal information of exhibitors to exchange information necessary for the organization and operation of the event. Please refer to the website ([https://www.dentsu.co.jp/terms/privacy\\_policy.html](https://www.dentsu.co.jp/terms/privacy_policy.html)) for information on the handling of personal information by the secretariat.

### ■Changes, additions, etc. to these Rules

If there are any matters not stipulated in these regulations or if there are any questions regarding the interpretation of these regulations, the organizer, the secretariat and exhibitors shall attempt to resolve such matters in good faith. If no resolution is reached despite discussions between the parties, the exhibitor shall abide by the final decision of the organizer and the secretariat. The organizer and the secretariat reserve the right to revise or amend these rules and regulations upon notice to the exhibitors as deemed necessary. The organizer and the secretariat reserve the right to establish and revise various regulations in order to ensure the smooth operation of the event.



**Contact us**

For inquiries, please contact

## Dentsu Tokyo Game Show Secretariat

Email: [tgsvr@dentsu-eo.co.jp](mailto:tgsvr@dentsu-eo.co.jp)

### Supplementary Information

- ❑ Please fill out a separate **application** form when applying to exhibit.

**END**