

# TOKYO GAME SHOW 2024

**【For Limited to ONE company per Country/Region 】**

## **Sponsorship Menu For International Travel Agents and Travel Reservation Services**

**Nikkei BP  
TOKYO GAME SHOW Management Office**

# **TOKYO GAME SHOW 2024 Outline**

**[Event Name] TOKYO GAME SHOW 2024**

**[Period] September 26 (Thu.) through 29 (Sun.) ,2024**

**[Date Classification ]      Business Day : September 26 (Thu.) , 27 (Fri.)  
   Public Day :      September 28 (Sat.) , 29 (Sun.)**

**[Organizer] Computer Entertainment Supplier's Association (CESA)**

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

**[Real (Physical) Venue] Makuhari (Hall 1-11 + International Conference Hall)**

**[Opening Hours] 10 : 00am ~ 5 : 00pm (Planned)**

**[Expected Number of Visitors] 250,000**

# TOKYO GAME SHOW2023

## Number of attendees at real venue

Highest Ever	2023	2022	2019
Business Day	September 21 (Thu.)	September 15 (Thu.)	September 12 (Thu.)
	33,706	23,051	33,465
	September 22 (Fri.)	September 16 (Fri.)	September 13 (Fri.)
	36,109	27,614	34,977
Public Day	September 23 (Sat.)	September 17 (Sat.)	September 14 (Sat.)
	96,033	47,236	91,301 人
	September 24 (Sun.)	September 18 (Sun.)	September 15 (Sun.)
	77,390	40,291	102,333
Total	243,238	138,192	262,076

# TOKYO GAME SHOW2023

## Exhibitors by Country/Region: 44

### Europe: 25

Country/Region	Exhibitors	Country/Region	Exhibitors
Ireland	1	Denmark	8
British Virgin Island	1	Germany	7
Italy	4	Norway	5
Estonia	1	Finland	6
Austria	1	France	21
Netherlands, the	12	Belgium	5
Cyprus	3	Poland	10
Gibraltar	1	Monaco	1
Switzerland	6	Moldova	3
Sweden	8	Romania	1
Spain	18	Russia	2
Slovakia	1	United Kingdom	11
Czech	7		

### Asia/Oceania: 11

Country/Region	Exhibitors
Indonesia	6
Australia	3
Singapore	9
Thailand	5
New Zealand	1
Malaysia	24
Korea	57
Hong Kong	2
Taiwan	30
China	73
Japan	381

### Americas: 5

Country/Region	Exhibitors
Argentina	1
Canada	6
Chile	5
Brazil	5
United States	30

### Middle East: 3

Country/Region	Exhibitors
United Arab Emirates	2
Iran	1
Saudi Arabia	2

**In 2023, exhibitors from 44 countries and regions visited Japan (2022: 38 countries and regions). This year (2024), we anticipate an even greater increase in the number of exhibitors.**

# TOKYO GAME SHOW2023

## Trade Visitors from Overseas by countries/regions (Business Day)

Region	Country/Region (%)		Region	Country/Region (%)		Region	Country/Region (%)	
Asia	China	27.50%	Europe	Spain	0.50%	Oceania	Australia	0.80%
	Korea	20.50%		Italy	0.30%		New Zealand	0.30%
	Taiwan	13.60%		Austria	0.10%		Marshall Islands	0.10%
	Singapore	5.10%		Iceland	0.20%	Middle East	UAE	0.50%
	Hong Kong	3.80%		Switzerland	0.20%		Saudi Arabia	0.20%
	Thailand	1.90%		Cyprus	0.20%		Israel	0.10%
	Malaysia	1.30%		Estonia	0.10%		Kwait	0.10%
	Philippines	0.60%		Denmark	0.10%		Iran	0.03%
	Indonesia	0.60%		Hungary	0.10%	Latin America	Brazil	0.30%
	Vietnam	0.40%		Ireland	0.10%		Mexico	0.30%
	India	0.20%		Latovia	0.10%		Argentina	0.10%
	Pakistan	0.03%		Norway	0.10%		Antigua and Barbuda	0.03%
	Mongolia	0.03%		Lithuania	0.10%		Virgin Islands	0.03%
North America	United States	10.60%		Armenia	0.03%		Uruguay	0.03%
	Canada	1.20%		Kazakhstan	0.03%		Colombia	0.03%
Europe	United Kingdom	2.10%		Greece	0.03%	Africa	Chile	0.03%
	France	1.30%		Serbia	0.03%		Congo	0.10%
	Sweden	1.20%		Czech	0.03%		Algeria	0.03%
	Germany	0.80%		Turkey	0.03%		Alvar	0.03%
	Poland	0.80%		Finland	0.03%		Gambia	0.03%
	Netherlands, the	0.50%		Russia	0.03%		Zimbabwe	0.03%

**Business Days:**  
In 2023, approximately 3,000 game industry professionals from 63 countries and regions gathered at Makuhari Messe (2022: 47 countries and regions).

**Public Days:**  
Over 10,000 international game fans visited on the open-to-the-public days.

- Breakdown of 2,925 overseas visitors registered at the counter on Business Days.
- Excluding foreign residents in Japan, those with guest passes, overseas press members, and exhibitors with various passes.

# Sponsorship Menu & Benefits

Bring more exhibitors and visitors to Makuhari Messe in Japan!  
Supporters' Club (Priority Entrance) tickets will be allocated to sponsored travel agencies.

- **This sponsorship is limited to one company per country/region.**

※Final decisions on sponsors will be made by TOKYO GAME SHOW Management Office.

※A single company may sponsor more than one country/region.

- **Public Day tickets and Supporter's Club tickets are allocated ( Group sales are available. )**

※See separate page for details.

- **Installing for Special Visitor Reception Counter for Sponsoring Travel Package at the Venue**

※Special Tickets will be issue for sponsoring travel agencies.

※A special reception counter will be set up separate from the general attendees to ensure smooth entry without any confusion.

- **Providing speaking slots at TGS2024 Overseas Event Briefing sessions held in various Asian countries (Period: End of March through Mid-May, 2024)**

※For schedule and other information, please refer to the reference page.

※Travel agencies from countries/regions not scheduled to host an overseas briefing session are also welcome to sponsor.

- **Banner placement on TGS2024 Visitor Website (Open in July 4 (Planned))  
(Japanese・English・Chinese)**

※Banner Size : 520 ×100 Pixels (Planned)

※Running Period : July 4 (Thu.) through October 10 (Thu.), 2024

※ Submitted banners cannot be changed after October 10.

- **Regular mailings on TOKYO GAME SHOW's official SNS as well as for exhibitors and visitors**

※Posted on TGS Official X (旧 : Twitter), Instagram, facebook

- **EMS, the management system for TOKYO GAME SHOW exhibitors, is also included in the exhibitor guidelines for exhibitors**

※All exhibitors will also be included in the manuals (Japanese and English versions) regarding EMS and operations that all exhibitors will log in to.

**Sponsorship Fee : JPY 330,000 (tax incl.)**

# 【Reference】 TGS Supporter's Club Ticket (limited number of tickets)

Supporters' Club Tickets, premium tickets combining TGS original goods, will be on sale. Supporters' Club tickets come with special T-shirts and stickers, as well as other benefits such as priority admission for a certain period of time from the morning opening of the event.

## Benefit 1: Special T-Shirt

Supporters Club Ticket special T-shirts are available. The body color will be different on Saturday, September 28 and Sunday, September 29.

## Benefit 2: Special Sticker

Special stickers are also available. The colors will be different on Saturday, September 28 and Sunday, September 29. Sticker size will be 12 x 8 cm.



※Sample (TGS2023)

## Benefit 3: Priority admission when the doors open in the morning

Supporters' Club" priority entrance lanes will be set up according to the first departure time of JR Kaihin-Makuhari Station. Priority entrance lanes are located on the Hall 1-8 side and the Hall 9-11 side respectively.

※TGS original goods will be available at a special window in the venue on the day of the event.

※Benefits are subject to change.

TGS Supporters Club tickets are platinum tickets that sell out immediately every year due to the limited number of tickets available.  
Sponsors will receive an allocation of 30 tickets.

# 【Reference Schedule】TGS2024 Overseas Event Briefing

TOKYO GAME SHOW is planning to hold briefing sessions in various countries and regions, especially in Asia, in preparation for the 2024 show.

- February 29 (Thu.) : TGS2024 Event Briefing (Online)
- **March 29 (Fri.) : Seoul (Korea)**
- **April 1 (Mon.) : Taipei (Taiwan)**
- **April 5 (Fri.) : Ho Chi Minh (Vietnam)**
- **April 8 (Mon.) : Bangkok (Thailand)**
- **April 10 (Wed.) : Manila (Philippines)**
- **April 18 (Thu.) : Hong Kong**
- **April 19 (Fri.) : Guangzhou (China)**
- **April 22 (Mon.) : Shanghai (China)**
- **April 29 (Mon.) : Riyadh (Saudi Arabia)**
- **May 1 (Wed.) : Abu Dhabi (UAE)**
- **May 3 (Fri.) : Istanbul (Turkey)**
- **May 8 (Wed.) : Jakarta (Indonesia)**
- **May 10 (Fri.) : Kuala Lumpur (Malaysia)**
- **May 13 (Mon.) : Singapore**
- **May 20 (Mon.) : Hyderabad (India)**

- Venue : Currently under selection
- Expected Attendees : 30-50
- Briefing Contents
  - Briefing about TGS2024
  - Q&As
  - **Sponsor's Session**
  - Networking Party

Travel agents from countries/regions where we do not plan to hold briefings. We are happy to sponsor this project.  
Please feel free to contact us.

※ This is the schedule as of February 29 and is subject to change.

※ The venue of the briefing sessions for each of the regions and countries will be announced separately.



# Notes and Requests

## ● Please set up a travel tour to Japan!

- Sales of tickets only on behalf of the company will not be permitted.
- This sponsorship is a measure to increase the number of participants in TOKYO GAME SHOW 2024 to be held in Japan. By selling tours that include airfare, hotel, and tickets to TOKYO GAME SHOW, we hope to attract more visitors to Japan.  
Please help us make it easier for more visitors to come to Japan by selling tours that include airfare, hotel, and admission tickets to TOKYO GAME SHOW. We are open to selling optional tours to other Japanese sightseeing spots, etc. outside of TOKYO GAME SHOW period.
- However, the ticket price will not be available to the public until July 4, 2024 (Thursday) at 13:00 JST, Please refrain from offering individual ticket prices until then.
- TOKYO GAME SHOW Management Office will provide the necessary materials (website, pamphlets, etc.) for tour sales, so please use those materials.

## ● Note related to tickets

- Tickets will be charged and the number of tickets will be invoiced at a later date. (The sponsor will be notified of the amount separately.)
  - Supporter's Club tickets are limited to 30 per company. (Please refer to the next page for the schedule to determine the number of tickets.)
  - Sales margin will be set, so please contact TGS Management Office.
  - There is no limit on the number of general Public Day Tickets.
  - TGS Management Office also provides tickets (registration codes) for Business Day attendees. TGS Management Office will inform sponsors separately on how to distribute registration codes for Business Day.
- <Reference> Ticket prices for 2023 (General: JPY2,300, Supporters' Club ticket: JPY4,000, Business Day: JPY11,000) \*All prices include tax.  
※Ticket prices for 2024 will be shared with sponsors after April 2024.

## ● Support services for visa acquisition

- ※Some countries/regions may require an entry visa to enter Japan.
- ※If a letter of invitation is required, TOKYO GAME SHOW Management Office will issue it.

## ● Please also follow and retweet (repost) TOKYO GAME SHOW SNS!

- ※Let's make TOKYO GAME SHOW 2024 a great success together.

Let us know if you need to clear.

# Schedule & To Contact

## <Schedule>

- ( Briefing Session Countries/Regions Covered) Closing Date : March 25 (Mon.)

- Final Sponsorship Closing Date : May 31 (Fri.)

※TGS Supporters' Club tickets may not be allocated after the deadline.

- Visitor promotion website opening : July 4 (Thu.) JST : 1:50pm (GMT+9)

※Please do not offer ticket prices for individual tickets prior to this date and time, as this will be the first time ticket prices will be disclosed.

- Date to confirm the number of tickets (TGS Supporter's Club Ticket・Public Day Ticket)  
: July 31 (Wed.)

※Please confirm the date (July 28 or 29) and number of TGS Supporter's Club tickets.

- Payment due for sponsorship fees and tickets : August 30 (Fri.)

※Tickets will be sent after September 2 after payment is confirmed. (with proof of arrival)

★Additional general tickets after the due date may be accepted as an additional option.

- Last date to finalize additional options : August 23 (Fri.)

- Payment due for additional options : September 30 (Mon.)

## ★For Travel Agent based in Japan

- ・It is possible for an overseas branch or branch office to become a sponsor in that country/region.
- ・ Please feel free to contact us for more information about tours at Makuhari Messe from overseas as well as from Japan and other regions.

## <To Contact>

TGS Management Office

[tgs-ope@nikkeibp.co.jp](mailto:tgs-ope@nikkeibp.co.jp)

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