

**Ideal Presentation Opportunities To Promote Your
Product, Service, and Technologies**

TGS Forum Sponsorship Session

Guide To Sponsorship

TGS Management Office

Updated: Feb. 29, 2024

TGS Forum Sponsorship Session - Outline

TGS Forum, a seminar program focusing on the latest trends and business developments in the game industry, will be held during the Business Days of TGS2024. Exhibitors will be able to present their products, services, and technologies to industry professionals during the two-day "Sponsorship Sessions".

And, the Japan e-Sports Union (JeSU) will be held an e-Sports Conference within the TGS Forum, which will focus on e-sports, and seminars related to the e-sports business will be strengthened. The TGS Forum will be streamed live and archived for a limited time.

The e-Sports conference will be available online to TGS Business Day registrants as well as JeSU member companies and organizations.

On-demand plans are also available for online exhibitors, who can also stream seminar videos.

Real Venue Sessions

■ **Date** September 26(Thu.) 27(Fri.)

※TGS2024 Business Day

■ **Venue: Int'l Conference Hall
Makuhari Messe**

※ Area circled in red on the right map



Sponsorship Session Real (In-Person) Venue

The venue is adjacent location where Business Meeting Area, Business Lounge, and other business meeting Location will be installing.

■Sponsorship Outline

- Two types of sponsorship slots for real venue sessions with different seating sizes and lecture times
- The "e-Sports Conference" (sponsored by JeSU), which focuses on the theme of e-sports business, will be held on Friday,27 September. Not only TGS2024 Real exhibitors, but also JeSU member companies and organizations can be sponsored this slot (30-minute slot only).

Regular Session <R> ※Available Slots: 6 ※Eligibility:TGS2024 Physical Exhibitors	
■Time/Fee	60min./JPY1,320,000.-(tax incl.)
■Real Venue	120 pax
■100 TGS2024 Business Day Invitation Tickets	

Short Session <S> ※Available Slots: 8 ※Eligibility:TGS2024Physical Exhibitors	
■Time/Fee	30min./JPY880,000.-(tax incl.)
■Real Venue	60 pax
■50 TGS2024 Business Day Invitation Tickets	

e-Sports Conference <J> ※Available Slots: 4 ※Eligibility:TGS2024 Physical Exhibitor・JeSU Member Companies/Organizations	
■Time/Fee	30min./JPY880,000.-(tax incl.)
■Real Venue	60 pax
■50 TGS2024 Business Day Invitation Tickets	

NOTICE:Real Venue Session is a menu for real exhibitors of TGS2024. Therefore, exhibiting a booth or exhibiting at Business Meeting Area is required. However, JeSU member companies or organizations can be sponsored the "e-Sports Conference" slot even if they are not exhibiting at TGS2024.

■Speaking Slots

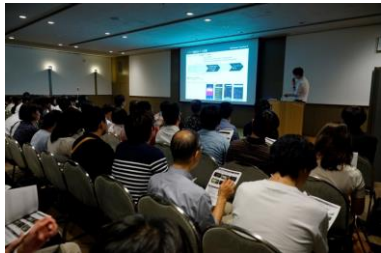
<R>:Regular Session (60min.), <S>:Short Session(30min.), <J>: e-Sports Conference (30min.)
Each session slot timeframes are subject to change.

Sept. 26(Thu)	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		Organizer's Session		R1	R2		R3
Short 60 pax		Organizer's Session		S1	S2	S3	S4
							S5

Sept. 27 (Fri)	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax		TGS Organizer's Session		R4	R5		R6
Short 60 pax		S6	S7	S8	J1	J2	J3
						J4	



Regular Session Image (120 pax)



Short Session Image (60 pax)

└ e-Sports Conference

■ <R> Regular (60 min.) <S> Short (30 min.) <J> eSports Conference Sessions (30 min.) Inclusive Services

1. Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
2. Put sponsored company logo on TGS Forum Program (advertisement, signboard, website)
3. Registration service for attendees (pre-registration, issuing session tickets, on-site registration)
4. Online Streaming (Live / Archive) ※Archive distribution will be September 28 (Sat.) through October 11(Fri.)
*Recorded archive data will be supplied to sponsored companies.
5. Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
6. Provide list of attendees

*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon

you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.

*The contact information includes the followings.

-Name (both Japanese and English), E-mail address, Company name, Division / Dept., Company address, company phone number

- The number of seats in real venues are subject to change from the default number. TGS Management Office do not guarantee the number of attendees.
- No competitors will be eliminated from the sponsorship session menus. Please note that there is a possibility that other companies' advertisements may be shown before the start of each sponsorship session.
- Interpretation services are available upon request with fee-charged basis. Please contact OMO for details.
- Please note that session times and venues are subject to change.

■ Time & Date Slot

TGS Management Office will determine the number of slots (day and time) for the physical venue sessions. Please consult with us for customization to meet your needs, such as using multiple slots in a row.

A sponsorship menu of online sessions is available for exhibitors to deliver their seminar videos on-demand.

TGS Forum Online Session ※Eligibility: TGS2024 Exhibitors
■Time/Fee 30min./JPY 550,000.-(tax incl.) ※TGS Business Day registration is required to watch the sessions.

e-Sports Conference Online Session ※Eligibility: TGS2024 Exhibitors・JeSU Membership Companies/Organizations
■Time/Fee 30min./JPY 550,000.-(tax incl.) ※TGS Business Day registration or JeSU Members are required to watch the sessions.

■Online Session Outline

- Seminar videos will be distributed designated on demand channel.
- TGS Online Sessions” can be viewed by TGS Business Day registered visitors and TGS2024 exhibitors.
- ”e-Sports Conference Online Sessions” can be viewed by TGS Business Day registered visitors, TGS2024 exhibitors, and JeSU member companies.
- Only exhibitors (real or online) can be sponsored ”TGS Online Sessions”.
- ”e-Sports Conference Online Sessions” are open to exhibitors (real and online) as well as JeSU member companies and organizations. The seminar video must be pre-recorded and delivered with a complete package with its lengths must be **no longer than 30 minutes**.

※Online Session Period: September 26 (Thu.) through October 11 (Fri.)

■ Supplemental Services

- ①Announcement of session summary and visitor recruitment (To Business Day visitors and exhibitors)
- ②Placement of sponsored company logo (one) on TGS Forum Program (advertisement, signboard, website)
- ③Logo placement on online viewing (It can be installed downloadable documents, video footage provided by sponsored company.)
- ④ Provide list of attendees

*The contact information includes the followings.

-Name, E-mail address, Company name, Division / Dept., Company address, company phone number

*In order to receive the list of attendees including real venue registered attendees, on the day attendees, and online viewers upon you need to confirm "Contents for handling personal information" and obey the privacy policy established by Nikkei BP.

■ Sponsorship Outline

- Special sponsorship menu for promotion by "companies and organizations involved in the e-sports business but not yet qualified to exhibit at TGS" for real venue attendees of the e-sports conference and online viewers of the TGS Forum.

※ Companies eligible for sponsorship include food and beverage-related companies, fashion and apparel-related companies, and other sponsors of e-sports tournaments, etc.

※ There will be elimination for sponsors; limited to one sponsor per category.

■ Supplemental Service

- ① Posting logo banners displayed at real venue of e-Sports Conference. (Two Locations)
- ② Posting logo on TGS Forum Online viewing screen and sponsor page (also available by TGS Business Day registered visitors)
- ③ Video advertisement (30 seconds or less) before the start of the session for real venue audience of the eSports Conference and online viewers.
- ④ Able to promote e-Sports Conference to real venue attendees (Distributed Onsite)
- ⑤ Posting logo at TGS Forum information signage at TGS venue
- ⑥ 50 Complimentary TGS Business Day Invitation Tickets

Sponsorship Fee

JPY1,650,000.-
(tax incl.)

<To Apply>

Before applying, please confirm with OMO for available sponsorship.











※Participation in this sponsorship is limited to "companies and organizations that are involved in the e-sports business and are not qualified to exhibit at TGS.

※There will be elimination for sponsors; limited to one sponsor per category.

【Sponsorship Outline】

- The sponsor's video ad (30 seconds or less) will be distributed before the start of the sponsorship session (2 times).
※ For sponsors of sponsorship sessions, the ad can also be shown before their own session.
- The video ad will be played before the start of the seminar not only online but also in the seminar venue.
※ For sponsorship session sponsors, the video ad can be played before their own session.
- Video data will be delivered to OMO as pre-recorded package. (Data Format : MP4)
- **【Pre-Recorded Data Closing Date : September 13 (Fri.) 】**

■Streaming Timeline Image

Sep.26 & 27	10am	11am	12	1pm	2pm	3pm	4pm
Regular 120 pax	 Organizer's Session		 R		 R	 R	
Short 60 pax	 Organizer's Session		 S	 S	 S	 S	 S

Sponsorship Fee

JPY330,000(tax incl.)
※Available Slots: 4

<To Apply>

Please contact OMO to confirm the availability of slots before applying.

※Participation in this project is limited to exhibitors at the real venue or online exhibitors.

※If more than one company applies, the order of delivery of video ads will be in the order of application receipt.

<2023>

- **The Future of Gaming on X** (Sponsored by : Twitter Japan)
- **Make your game a cultural phenomenon** (Sponsored by: TikTok for Business)
- **Funding Your Game Idea Amid Economic Challenges** (Sponsored by : Madness Ventures, by Product Madness)
- **HOW TO MAKE YOUR GAME A SUCCESSFUL GLOBAL BUSINESS** (Sponsored by : Xsolla)
- **History and Vision of XREAL** (Sponsored by : Xreal Japan)
- **The Nippon Foundation & JeSU Presents “New Possibilities Brought by e-Sports”** (Sponsored by : JeSU)
- **Nippon Television views the front lines and future vision of the esports business as follows**
(Sponsored by : JeSU)

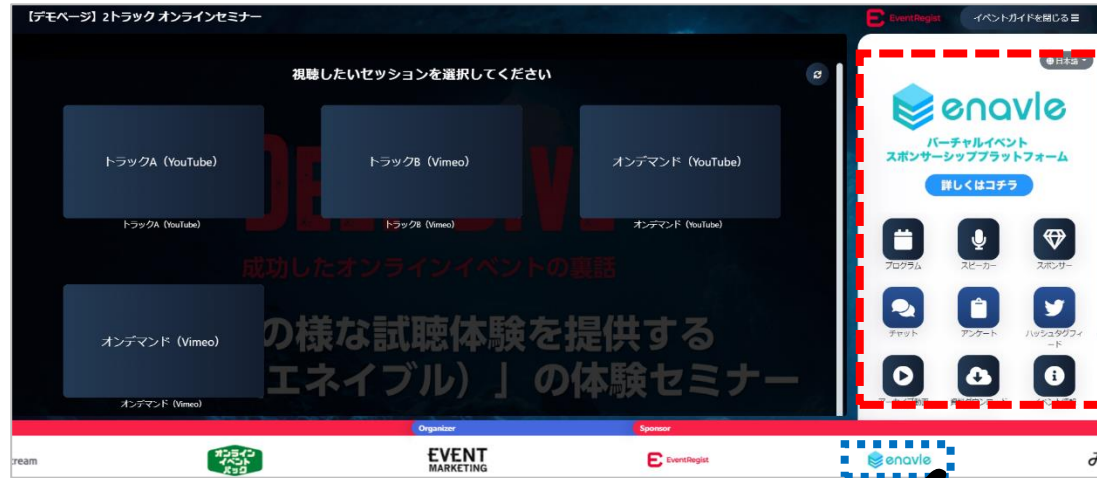
<2022>

- **‘Living Asset’ NFTs: Playing Fair in the Metaverse** (Sponsored by : Freeverse.io)
- **Today's Blockchain Game and The Future** (Sponsored by : double jump.tokyo)
- **Ashfall: First Look Of The New Wasteland** (Sponsored by : NetEase Games)
- **Content Growth Strategies Leveraging Twitter** (Sponsored by : Twitter Japan)
- **Service first, make greater games together with developers** (Sponsored by : Huawei Technologies Japan)
- **Next-Gen Blockchain Game -Monetization Strategy-** (Sponsored by : PolkaFantasy)
- **Explaining the latest trend of app advertising “mobile DSP” from scratch** (Sponsored by : Moloco)

- URLs for online viewing will be assigned individually to Business Day registrants and exhibitors who wish to view the event, and can be accessed from their own registration pages.
- Icons (thumbnails) of live, on-demand, and archived sessions appear on the viewing screen, and the viewer selects and clicks on the session he or she wants to watch.
- TGS will systematically record the people who watched the session and provide the information on the audience of the session to the sponsor as a third party.



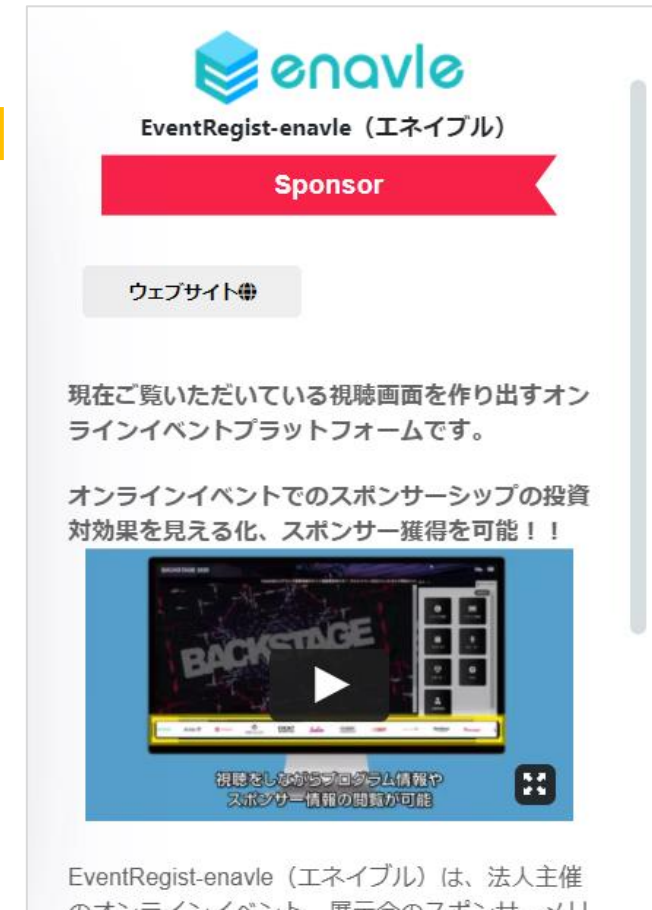
- On the live, on-demand, and archived online viewing pages, the logos of the companies participating in the sponsorship sessions are displayed at the bottom of the viewing screen.



Click Sponsor Logo

- Click on the sponsor's logo at the bottom of the viewing screen, and the introduction page of each company will appear in the area circled by the red frame above.
- On the introduction page, you can post an introduction of your company or product, embed videos, and post documents.

Sponsored Company Introduction Image



●TGS Forum Sponsorship Session

Closing Date : June 21 (Fri.)

※Fill out the form “TGS Forum Sponsorship Session Application Form” and email the following address.

※Application will be accepted by First-come, First-Serve Basis

To Contact

TGS Overseas Management Office
(OMO)

【E-mail】

tgs@congre.co.jp