

TOKYO GAME SHOW 2024

CREATOR LOUNGE Call for Sponsorship

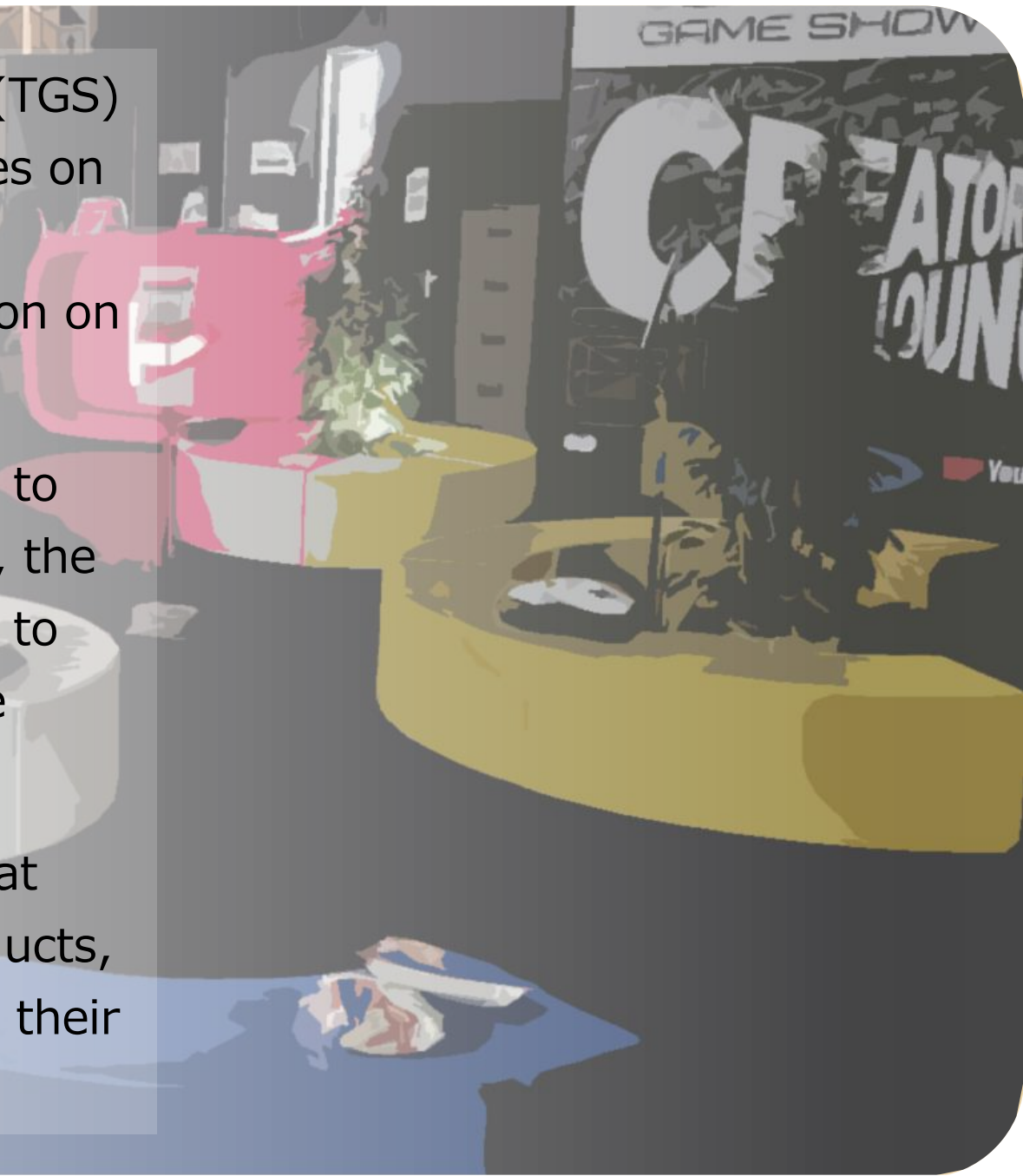


TOKYO GAME SHOW Management Office

Last year, for the first time, TOKYO GAME SHOW (TGS) allowed influencers who distribute live video games on social networking services to enter the show from Business Day, with the aim of delivering information on game topics and exhibitors to a wider audience.

This year, TGS will similarly encourage influencers to visit the exhibition from Business Day. In addition, the "CREATOR LOUNGE" will be set up again this year to serve as a base for influencers when they visit the exhibition.

TGS offers sponsorship plans for this lounge so that game publishers and companies that provide products, equipment, and services for creators can promote their products and services to influencers.



Main categories and overview of influencers to be attracted by TGS 2024

◎**Invited Influencer** (Admission for **4 days** from September 26 to 29)

※Official Supporters, Official Influencers (from Overseas) , Exhibitor-invited Influencers, etc.

◎**General Influencer** (Admission for **3 days** from September 27 to 29)

※ Pre-registration through the dedicated system. Approved to visit upon screening.

【General Influencer's Screening and Selecting Criteria】(planned)

Entry requirements are that the number of subscribers/followers of the individual or posting account/channel must meet the following:

◎The number of subscribers/followers of any of the following "target SNS" **exceeds "30,000" on its own.**

OR

◎The total number of subscribers/followers of the following **multiple SNS exceeds "50,000".**

※ In addition to the above, the posted content must not cause inconvenience (including infringement of rights) to third parties or offend public order and morals.

<**Target SNS**> YouTube Channel Registrant／ X (Twitter) Followers ／ Instagram Followers ／
Twitch Followers ／ nico-nico Followers ／ TikTok Followers／ Other SNSs

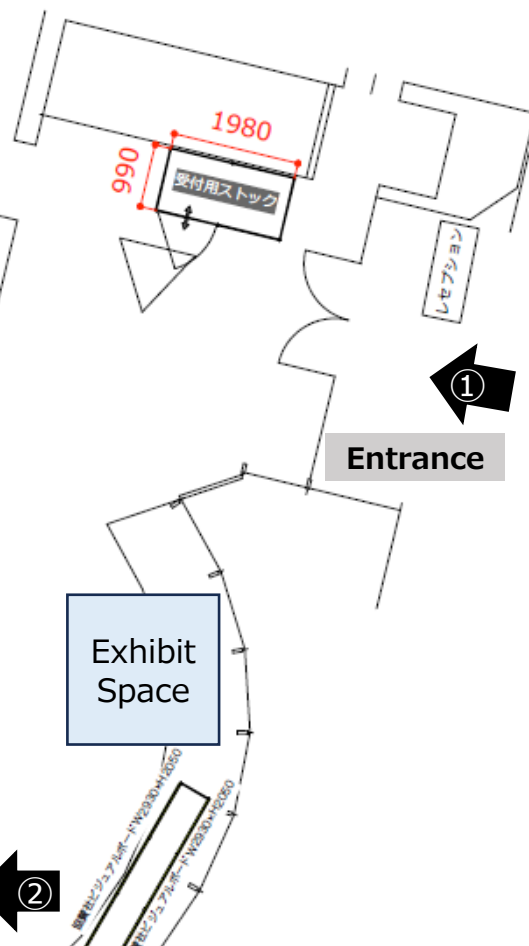
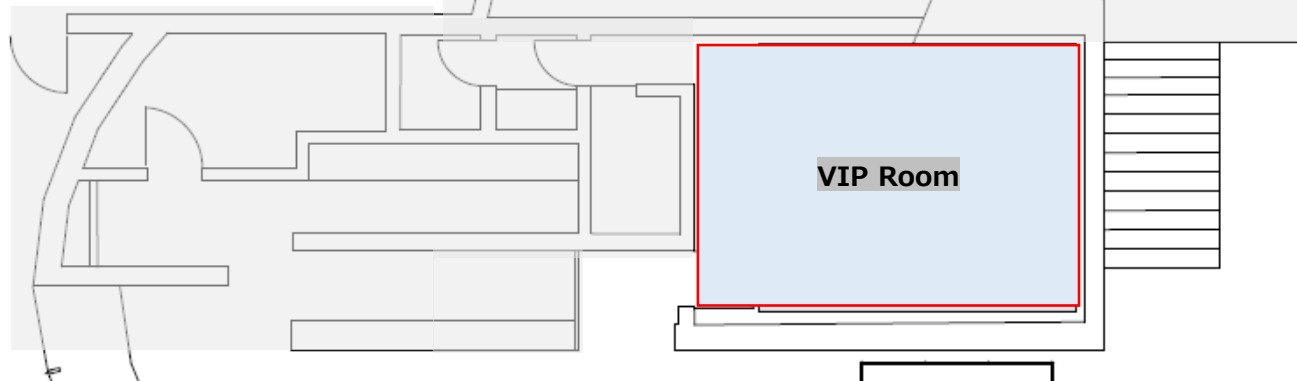
CREATOR LOUNGE includes a lounge, a trial play area, and workspace for editing and other tasks. If the company sponsors this area, the sponsors will be able to promote your work to influencers/video creators, etc. who will be utilizing the lounge.

| | Gaming Title Sponsorship (Exhibitor ONLY : Limited to 10 Slots) | Gaming Sponsorship (Exhibitor ONLY : Limited to 3 Slots) | Non-Gaming Sponsorship (For Non-Exhibitors : Limited to 3 Slots) |
|------------------|---|---|---|
| Target Companies | <p>For game publishers, distributors, and game developers who want influencers to try out their exhibited titles</p> <p>●Game IP</p> | <p>For Gaming-related companies that wish to promote their gaming-related products, services, equipment, etc. to influencers</p> <p>●Gaming PC ●Gaming Monitor ●Gaming Peripheral・Service (Including streaming-related equipment and software, etc.) ●Gaming Furniture・Gaming Chair ●Gaming Sound Proof Room ●Others</p> | <p>For non-gaming companies that want to promote their services, products, food, beverages, etc. to influencers</p> <p>●General Consumer Goods ●Food ●Beverage etc.</p> <p>※TGS Management Office will confirm the commercial products that can be exhibited and offered.</p> |
| Benefits | <p>Trial Play</p> <ul style="list-style-type: none">Gaming titles can be set up in CREATOR LOUNGE trial play area. <p>*TGS Management Office will arrange desks, chairs, game consoles, monitors, etc.</p> <p>Logo／Visual Placement</p> <ul style="list-style-type: none">Logo posted on TGS official website as a sponsor of CREATOR LOUNGE.Logo on main signage in CREATOR LOUNGELogo and key visuals of the title (or in-game screens, etc.) displayed around the play tables in CREATOR LOUNGE <p>Email Blasting</p> <ul style="list-style-type: none">Email promotions are available to influencers and video creators who have registered to visit TGS. <p>※TGS Management Office will send out emails on your behalf (up to 2 times).</p> <p>Exhibitor Badge／Invitation Ticket</p> <ul style="list-style-type: none">Exhibitor Badge, Business Day Pre-registration Code, and Public Day Tickets | <p>Exhibition／Product Placement</p> <ul style="list-style-type: none">Exhibition area will be provided in CREATOR LOUNGE (equivalent to 1 regular booth space <3m x 3m>). Exhibitors can set up their own products. (Products and methods to be determined upon consultation with TGS Management Office.) <p>Logo／Visual Placement</p> <ul style="list-style-type: none">Logo posted on TGS official website as a sponsor of CREATOR LOUNGE.Logo on main signage in CREATOR LOUNGELogo or brand visuals on two visual boards in CREATOR LOUNGE <p>Email Blasting</p> <ul style="list-style-type: none">Email promotions are available to influencers and video creators who have registered to visit TGS. <p>※TGS Management Office will send out emails on your behalf (up to 2 times).</p> <p>Exhibitor Badge／Invitation Ticket</p> <ul style="list-style-type: none">Exhibitor Badge, Business Day Pre-registration Code, and Public Day Tickets | <p>Exhibition／Product Placement</p> <ul style="list-style-type: none">Exhibition area will be provided in CREATOR LOUNGE (equivalent to 1 regular booth space <3m x 3m>). Exhibitors can set up their own products. (Products and methods to be determined upon consultation with TGS Management Office.) <p>Logo／Visual Placement</p> <ul style="list-style-type: none">Logo posted on TGS official website as a sponsor of CREATOR LOUNGE.Logo on main signage in CREATOR LOUNGELogo or brand visuals on two visual boards in CREATOR LOUNGE <p>Email Blasting</p> <ul style="list-style-type: none">Email promotions are available to influencers and video creators who have registered to visit TGS. <p>※TGS Management Office will send out emails on your behalf (up to 2 times).</p> <p>Exhibitor Badge／Invitation Ticket</p> <ul style="list-style-type: none">Exhibitor Badge, Business Day Pre-registration Code, and Public Day Tickets |
| Sponsorship Fee | <p>JPY 1,650,000 (tax incl.)</p> <p>※No Competitive Exclusions</p> | <p>JPY 2,200,000 (tax incl.)</p> <p>※Competitive Exclusion Applied</p> | <p>JPY 3,300,000 (tax incl.)</p> <p>※Competitive Exclusion Applied</p> |



CREATOR LOUNGE (1st Floor)

*Photos are 2023 lounge and displays.



① Entrance

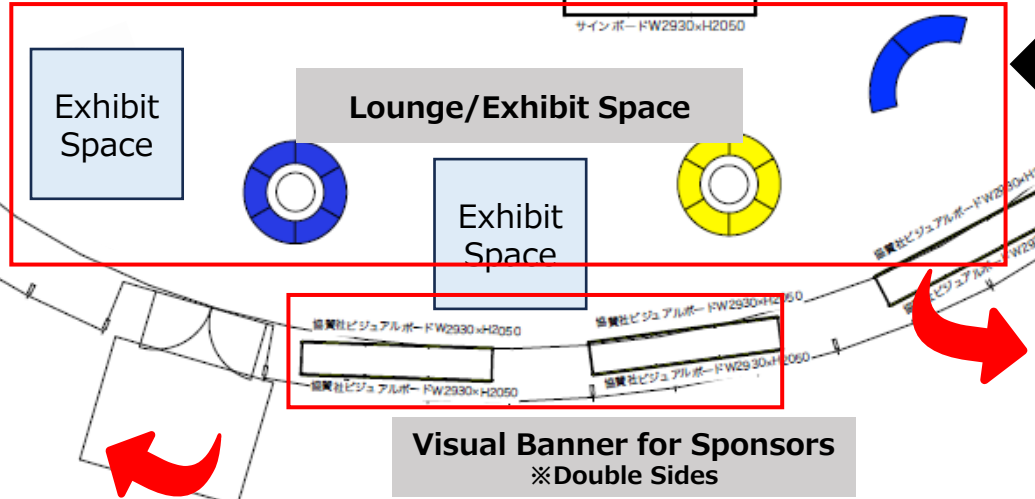
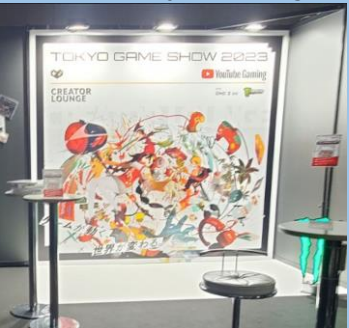


② Interior (1st Floor)



Visual Banner for Sponsors

2 sides per sponsor
Size「2930×2150mm」
(planned)
* The size is subject to change.

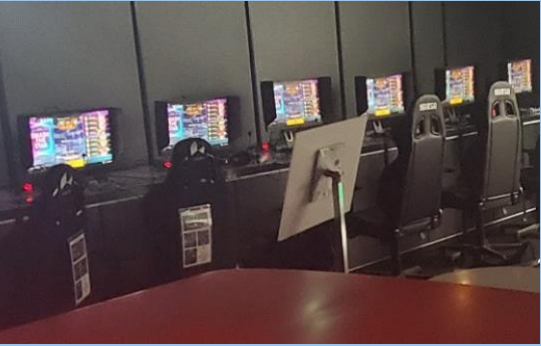


Lounge/Exhibition Space



Visual Banner for Sponsors
※Double Sides

Trial Play Area



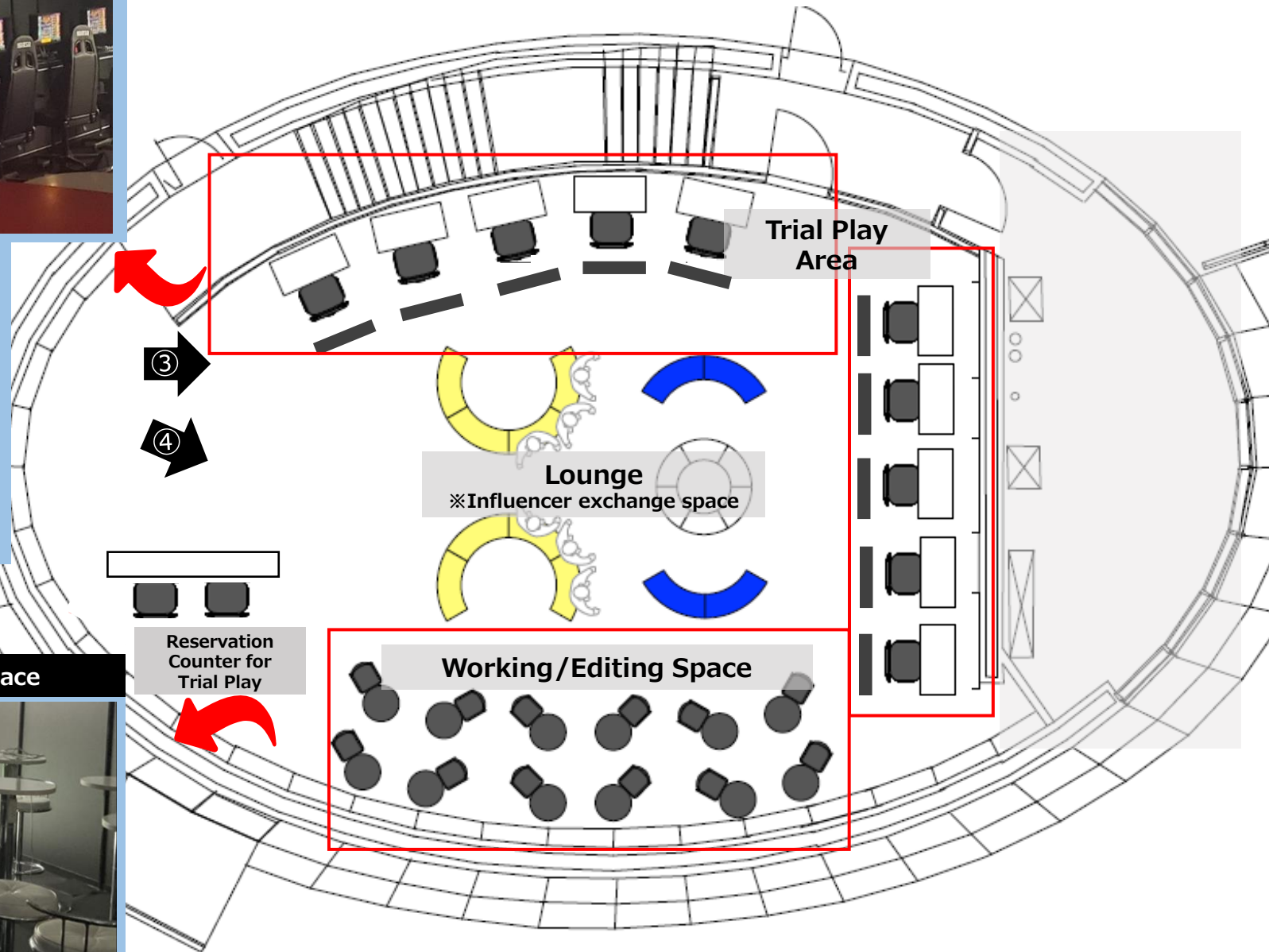
Partitions will be set up behind the players to display the logo and key visuals

* Photos: Trial Play Area, Working Space at TGS2023

Working / Editing Space



CREATOR LOUNGE (2nd Floor)



③ 2nd Floor Interior



④ 2nd Floor Interior



Final configuration, exhibition method, etc. in CREATOR LOUNGE will be decided in cooperation with the final composition of CREATOR LOUNGE will be decided in cooperation with the sponsors after they are confirmed.

CREATOR LOUNGE Sponsorship Plan

Closing Date : May 24 (Fri.)

※Please apply via the "CREATOR LOUNGE Sponsorship Application".

※Applications accepted on a first-come, first-served basis.

To Contact

TOKYO GAME SHOW Management Office

tgs-ope@nikkeibp.co.jp

Reference

CREATOR LOUNGE 【TGS2023 Results】

[Special Sponsor]

YouTube (YouTube Gaming)

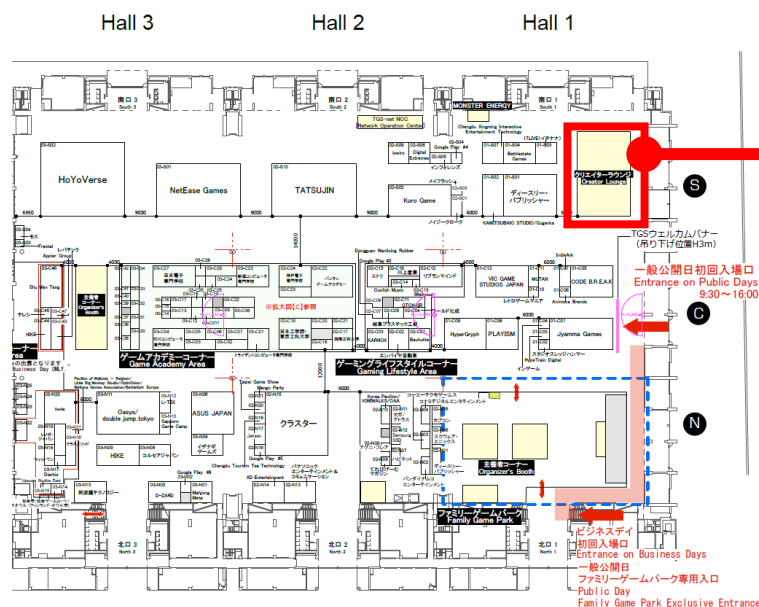
[Creator Lounge Sponsor]

Kawakami Sangyo (ONE-Z) MONSTER ENERGY

[Trial Play Supporting Company]

Square Enix / Konami Digital Entertainment /
KOEI TECMO GAMES / BANDAI NAMCO Entertainment /
SEGA / CAPCOM / liica / Studio DYD

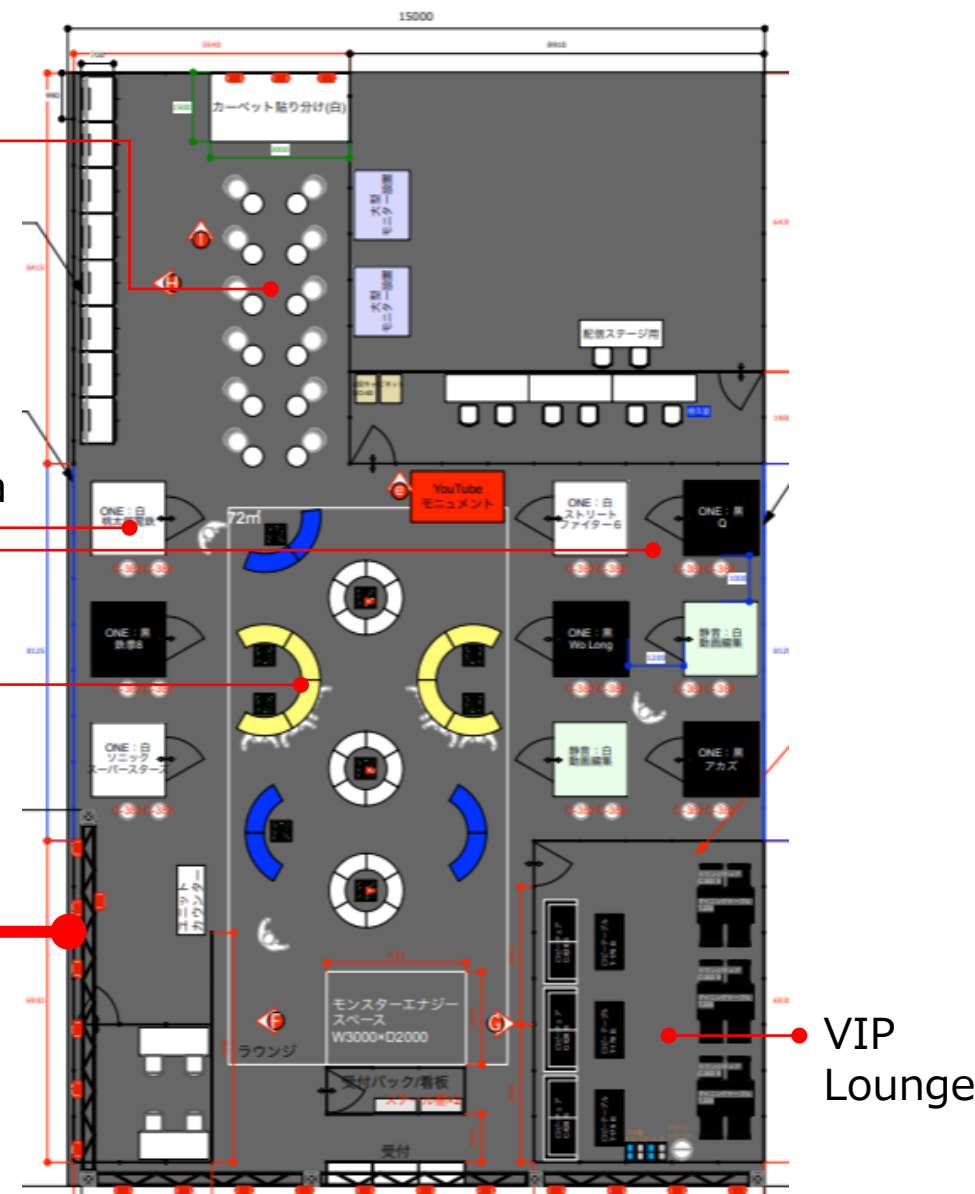
| | Total | Business Day | | Public Day | |
|-----------------------------|-------|--------------|-----|------------|-----|
| | | Thu | Fri | Sat | Sun |
| Usage by Influencer/Creator | 434 | 92 | 222 | 77 | 43 |



Editing and
Working Area
(Power•LAN)

TrialPlay
Distribution Area
(Distribution
Booth)

Common
Lounge

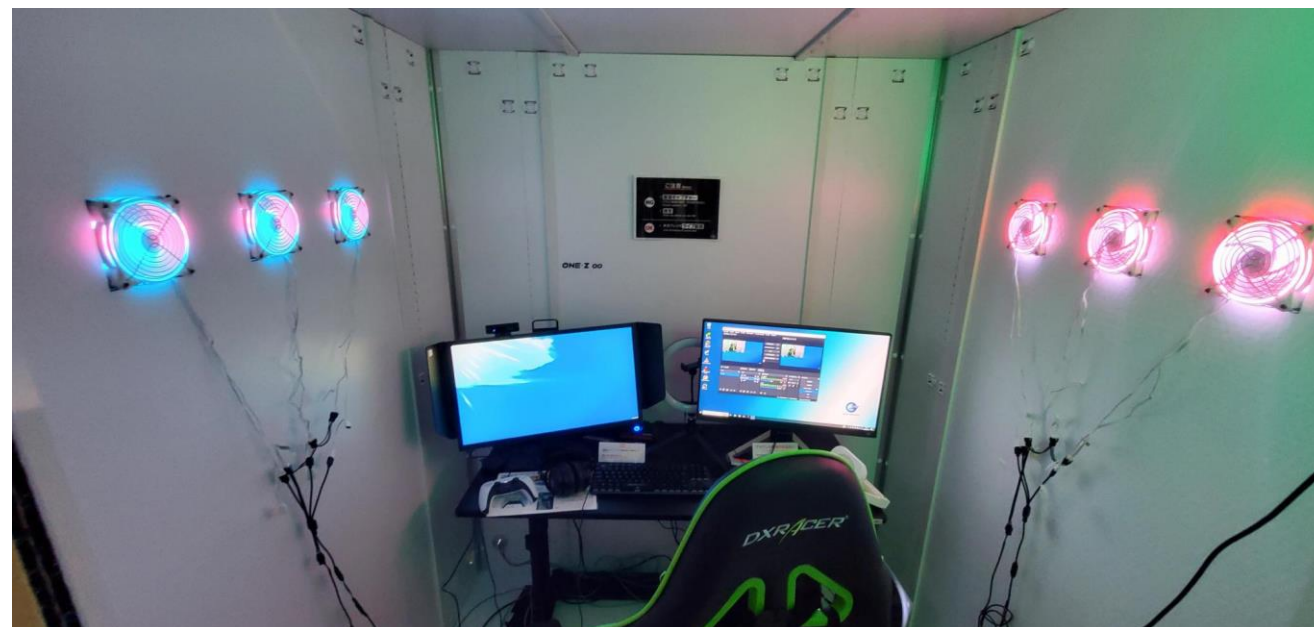




Trial Play

クリエイターラウンジでは、この9タイトルがプレイできます!

At the Creator Lounge,
You can play these 9 titles!

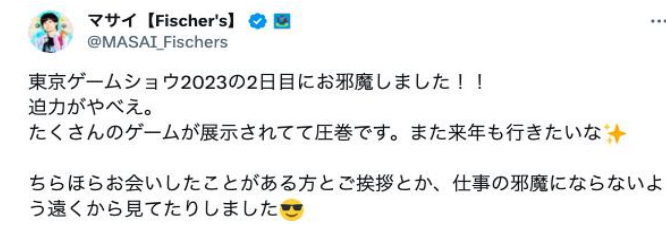
[illegible]



[youtube.com/@pomisoshiru](https://www.youtube.com/@pomisoshiru)
Translate post



9:00 PM · Sep 22, 2023 · 69.8K Views



あ、ダーマを強制的に連れてった！！

#TGS2023

Translate post



フィッシャーズのセカンダリ（ライブ配信画面）

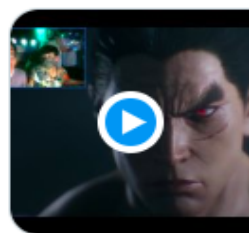
<https://www.youtube.com/@Fischers2/streams>



マサイ【Fischer's】
@MASAI_Fischers

東京ゲームショー2023から生配信！！鉄拳8を先行プレイしちゃう【マサイ&ダーマ】 #TGS2023 #TGSC

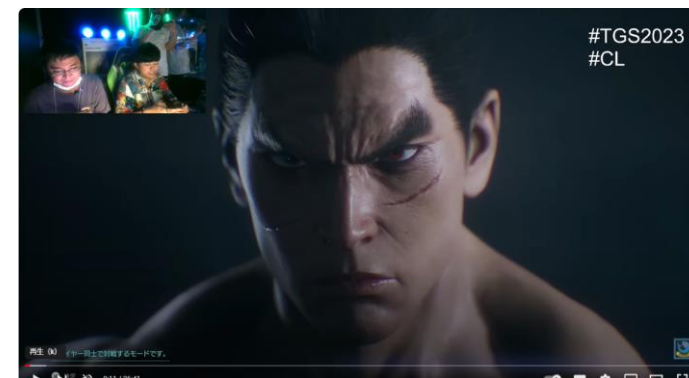
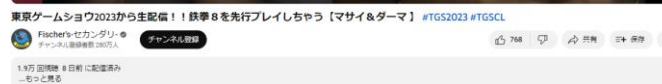
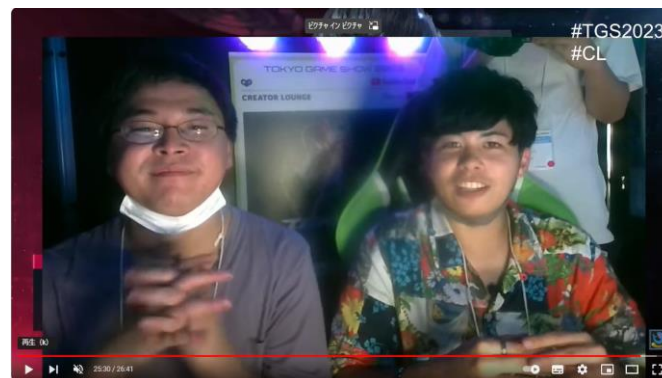
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youtube.com

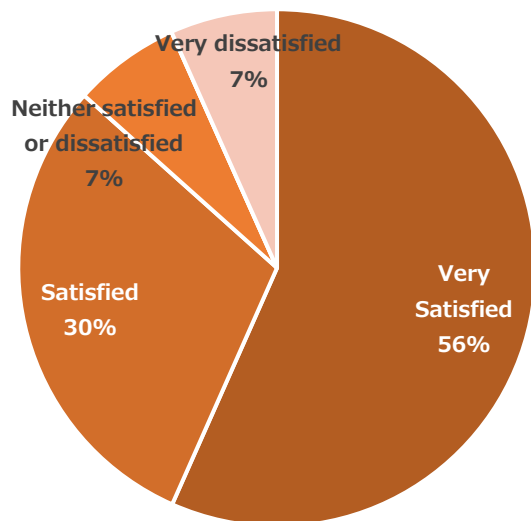
東京ゲームショー2023から生配信！！鉄拳8を先行プレイしちゃう【マサイ&ダーマ】 #TGS2023 #TGSC

5:18 PM · Sep 22, 2023 · 27.7K Views

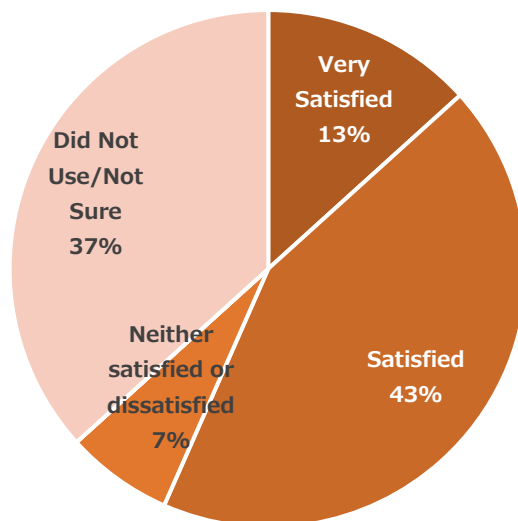




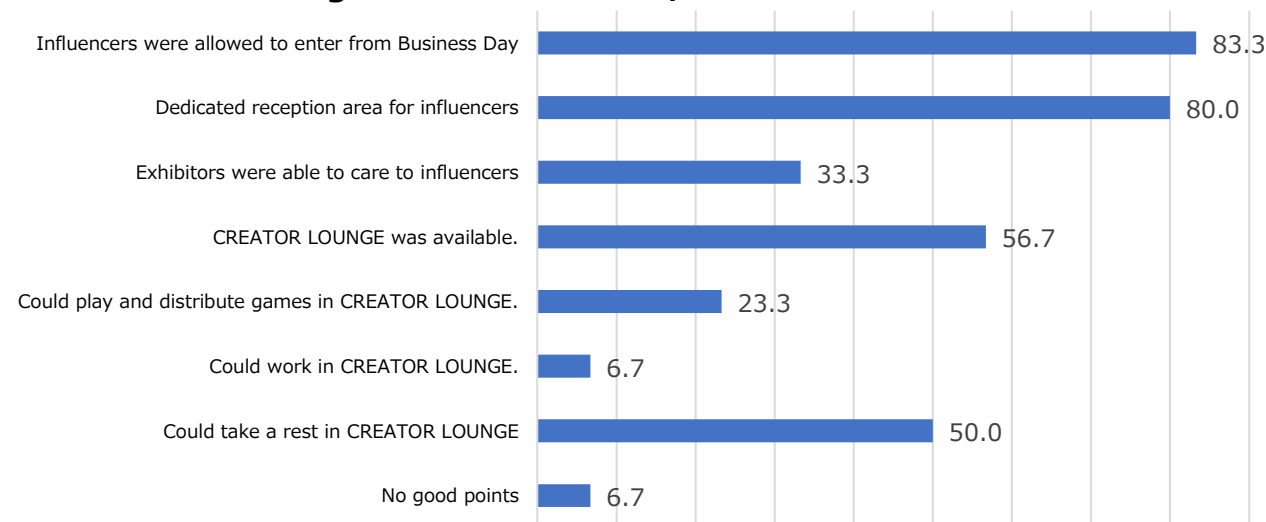
◎TGS2023: Degree of Satisfaction



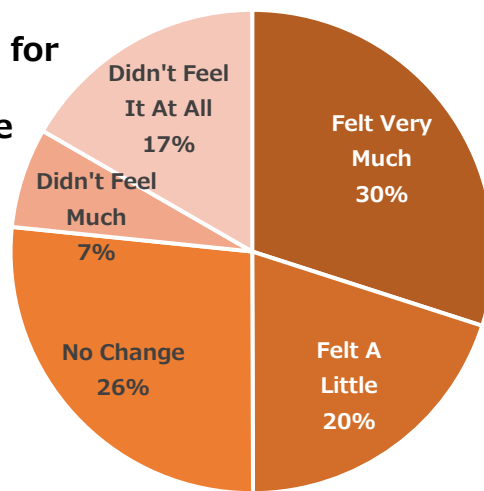
◎ Satisfaction with Creator Lounge



◎ What was good for influencers/creators at TGS 2023



◎Did you find inspiration for your future activities upon visiting CREATOR LOUNGE?



Comments on CREATOR LOUNGE

It was very helpful to have a place to relax and a calm place to disseminate information in a crowded environment!

I found the staff to be very courteous and attractive in their ability to deliver!

The staff was very attentive in guiding us and explaining things, and made us feel comfortable using the lounge. I also liked the fact that there were a good number of titles available to experience!

We used it as a place where we could calmly organize our equipment and other items.

I thought the service was excellent. It was very nice to have such a space to relax between the walls, especially since the venue was so crowded. Above all, I was impressed not only as a gamer but also as a creator by the fact that there were booths where we could try out representative titles from each of the exhibitors at this year's show. Moreover, the comfortable gaming chairs were very kind to my tired body!

Satisfaction. A place where I could relax when I was tired from going around the booths.

I only used it as a break space, but it was very helpful because there are not many places to take a break in the venue.

That the venue provided a spot for video editing and distribution.

【Influencer Survey Outline】

Survey Period : September 26 through October 5, 2023

Survey Method : Web-based Survey

Number of Survey Sent : 250 Valid Corrections : 30

Survey Conducted by : Nikkei BP