

# TOKYO GAME SHOW 2024

## Overseas Event Briefing

### Sponsorship Menu



More than 400 overseas game-related companies and organizations from 44 countries and regions have exhibited at TGS2023, and this number is expected to grow in the future. As the world's leading game event, TGS attracts a great deal of attention. In order to meet the information needs of overseas exhibitors, which are increasing year by year, TGS Management Office will be held its event briefing in major Asian cities to meet the information needs of overseas exhibitors. TGS Overseas Event Briefing provides optimal promotional opportunities for game industry service providers and game-related companies.

#### **[TGS2024 Overseas Event Briefing・Schedule & Location]**

- |   |   |
|---|---|
| ● March 29 (Fri) : Seoul (Korea)        | ● April 29 (Mon) : Riyadh (Saudi Arabia)  |
| ● April 1 (Mon) : Taipei (Taiwan)       | ● May 1 (Wed) : Abu Dhabi (UAE)           |
| ● April 5 (Fri) : Ho Chi Minh (Vietnam) | ● May 3 (Fri) : Istanbul (Turkey)         |
| ● April 8 (Mon) : Bangkok (Thailand)    | ● May 8 (Wed) : Jakarta (Indonesia)       |
| ● April 10 (Wed) : Manila (Philippines) | ● May 10 (Fri) : Kuala Lumpur (Malaysia)  |
| ● April 18 (Thu) : Hong Kong            | ● May 13 (Mon) : Singapore                |
| ● April 19 (Fri) : Guangzhou (China)    | ● May 20 (Mon) : Hyderabad (India)        |
| ● April 22 (Mon) : Shanghai (China)     | ※ Dates and cities are subject to change. |

**[Exhibit Target]** Game IP Content Platforms, Game-related Service Providers, Game Publishers, Game Marketplaces, Regional Game Associations and Government agencies, etc.

#### **Sponsorship Fee & Menu & Benefits**

##### **■ Sponsorship Fee**

**(1 Location・Tax Inclusive)**

**: JPY330,000.-**

※ If you are applying for more than 2 cities, please contact TGS Management Office.

##### **■ Sponsorship Benefits**

1. Logo on the main screen at the presentation
2. Sponsor seminar slot (1 slot, 30 min.) at the presentation
3. Novelties distributions (provided by the sponsor) for all participants

##### **■ Meeting Scale: 30-50 pax (mainly game industry professionals)**

-To Inquiry/To Contact- TOKYO GAME SHOW Management Office (Nikkei BP)-  
Email: tgs-ope@nikkeibp.co.jp

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#### **【TGS2024 Overseas Event Briefing Sponsorship Closing Dates】**

**The application deadline is 4 weeks prior to the event date.**

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##### **Sponsorship Closing Date :**

- March 15 (Fri.)
- March 15 (Fri.)
- March 15 (Fri.)
- March 15 (Fri.)
- March 15 (Fri.)
- April 4 (Thu.)
- April 4 (Thu.)
- April 4 (Thu.)
- April 8 (Mon.)
- April 8 (Mon.)
- April 8 (Mon.)
- April 17 (Wed.)
- April 17 (Wed.)
- April 17 (Wed.)
- April 17 (Wed.)

##### **Notes :**

- ※The sponsorship fee does not include the travel expense, including, air travel, accommodations, and other expenses.
- ※The sponsorship fee does not include the cost of additional equipment or rental items at the venue on the day of the event.
- ※Local interpreters are available upon request with separated expense.

