

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 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
Argentine	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%		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%	Latin America	Uruguay
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.

【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.

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

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Tanabe & Endo