

TOKYO GAME SHOW 2024

EXHIBIT APPLICATION FORM

Web URL : <https://tgs.cesa.or.jp/en/>
Organizer : Computer Entertainment Supplier's Association (CESA)
Co-Organizer : Nikkei Business Publications, Inc./ DENTSU, INC.
Period : September 26 (Thu.) – September 29 (Sun.), 2024

***Please send this Application Form by E-mail. (xtine@taitra.org.tw)**

Application Deadline: May 24 (Fri.), 2024

The exhibitor name on the application form must be the official name. The name written on the form will be used for the exhibitor list in the official website, etc.

<Company Info>

Exhibitor Name: _____

Company Name (if different): _____

Address: _____

Company / Product Website: _____

① Person in charge of application

Name: _____ Email: _____

② Contact Person

Name: _____ Email: _____

Phone: _____

<Invoice Info>

Invoice Name (if different from the company name above) _____

Invoice Address (If different from the address above) _____

REAL (In-Person) Exhibits

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■ Real (In-Person) Exhibit Area (Please check your exhibit area.)

- ☐ General Exhibition Area ☐ Smartphone Game Area ☐ AR/VR Area ☐ eSports Area
☐ Game Academy Area ☐ Gaming Hardware Area ☐ Gaming Lifestyle Area ☐ Indie Game Area
☐ Merchandise Sales Area ☐ Business Solution Area ☐ AI Technology Pavilion (at Business Solution Area)
☐ Business Meeting Area

■ Real (In-Person) Number of booth applied for / booth charges (Please check your booth type.)

Space Only (3mX3m)

☐ Space Only **JPY 385,000** (incl. tax)

Space + Shell Scheme (3m X 3m)

☐ Shell Scheme (3m X 3m) **JPY 539,000** (incl. tax)

Turnkey Booth

☐ Turnkey Booth **JPY 275,000** (incl. tax)

Business Meeting Area

☐ Shell Scheme for 1-Booth Meeting Room

JPY 539,000 (incl. tax)

JPY 429,000 (incl. tax) (if you exhibit at other areas)

☐ Shell Scheme for 2-Booth Meeting Room

JPY 1,078,000 (incl. tax)

JPY 858,000 (incl. tax) (if you exhibit at other areas)

☐ Basic Table Space **JPY 220,000** (incl. tax)

Merchandise Sales Area

[____ booth(s) x JPY ____ = JPY ____] ☐ Space Only (3m X 3m) **JPY 440,000** (incl. tax)

If you apply for 4 booths or more, please designate the shape ☐ Shell Scheme (3m X 3m) **JPY 594,000** (incl. tax) of the booth space (by depth x width). If the layout is not specified, it will be fixed by OMO.

[booth depth _____ x booth width _____]

Exhibit Day (Please refer to 2024 Exhibit Guide for Exhibit Day)

☐ 4-Day Exhibit ☐ 2-Day Exhibit for Business Day

Exhibit Content: _____

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ONLINE Exhibits

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■ **Online Exhibit Area** (Please check your exhibit category.)

- ☐ General Exhibition Area ☐ Smartphone Game Area ☐ AR/VR Area ☐ eSports Area
☐ Game Academy Area ☐ Gaming Hardware Area ☐ Gaming Lifestyle Area ☐ Indie Game Area
☐ Merchandise Sales Area ☐ Business Solution Area ☐ AI Technology Pavilion (at Business Solution Area)
☐ Business Meeting Area

Please check your application

1. **TGS2024 ONLINE Exhibit:** ☐ **JPY 275,000.- (tax incl.)**
2. **TGS2024 Official Program Participation (General Slot):** ☐ **JPY 2,750,000.- (tax inclusive)**
3. **TGS2024 Official Program Participation (Golden Slot):** ☐ **JPY 3,850,000.- (tax inclusive)**

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● **Application and payment**

1. Please e-mail the application form to the Overseas Management Office (OMO) .
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
4. You are requested to pay your exhibition fee in full within three weeks of the issuance of the invoice.
5. Your application may be cancelled if formally payment is not made by the due date.
6. Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

● **Cancellation of Exhibition Application**

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the OMO in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from the OMO.

[Cancellation fee for Real (In-person) exhibitors]

- From May 25 (Sat.) to June 9(Sun.), 2024 / 50% of Exhibition Fee
- After June 10 (Mon.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

- From May 25 (Sat.) to July 4 (Thu.), 2024 / 50% of Exhibition Fee

•After July 5 (Fri.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Official Exhibitor Program (Regular Distributions) exhibitors]

•From May 25 (Sat.), 2024 / 50% of Exhibition Fee

•For 1st & 2nd Round Priority: June 14, 2024 (Fri.) onwards...100% of the exhibition fee

•For 3rd & 4th Round Priority: June 27, 2024 (Thu.) onwards...100% of the exhibition fee

※100% cancellation fee will be charged from the date of TGS2024 Official Exhibitor Program Slot Selection Meeting and the deadline for submitting the selection agreement (the next business day after the selection meeting).

* However, in case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.

☐ Please check if you agree the clause below.

We, the undersigned, hereby make application for exhibit in TOKYO GAME SHOW 2024 and declare that all obligations, rights and duties resulting from this application are to be governed by the Rules Governing TGS2024 set force by the organizer, which we have read and to which we agree.

•Do you plan to exhibit game titles which categorized into "18 + (IARC)" or "17+ (MATURE)" section by overseas screening authorities (ex. ESRB)? ☐ YES ☐ NO

APPLICATION DATE: _____, 2024

Companies and other organizations wishing to exhibit must apply for participation in the exhibition according to the following "Rules Governing TOKYO GAME SHOW 2024" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and DENTSU Inc. (hereinafter collectively referred to as "Co-organizers").

【Rules Governing TOKYO GAME SHOW 2024】

■ TOKYO GAME SHOW 2024 Overseas Management Office (OMO)

•The OMO is the operating secretariat of TOKYO GAME SHOW 2024 organized by the Organizer and Co-organizers of the SHOW.

■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and OMO pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or OMO deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and OMO both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and OMO shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or OMO for the full amount of any damages incurred.

■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies and other organizations supplying game software and game products and services consistent with the purpose of the SHOW set by the Organizer. The Organizer and OMO have the right to determine if any product or service is consistent with the purpose of the SHOW.

■ Execution of Contract

The OMO will receive applications from companies and other organizations that wish to exhibit in the SHOW. The acceptance of email upon the application shall be issued after reviewing the details of the application. The issuance of the acknowledgment shall constitute the completion of the contract between the OMO and the Exhibitor to exhibit in the SHOW.

■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

1. Exhibits are limited to those that meet the Ethical Rules of CESA (Computer Entertainment Supplier's Association). The real (in-person) and online sales of products related to software not in compliance with the Ethical Rules is prohibited. The real (in-person) and online sales of software-related products (character goods, etc.) that violate the Ethical Rules of CESA is also prohibited. Please refer to the website (<https://www.cesa.or.jp>) for CESA Code of Ethics.
2. Promotion of software for consumer use is the content of activities of any Exhibitor, in principle.
※For game software, please refer to the Restrictions of Exhibition Categories.
3. Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with OMO in advance.

■ Restrictions of Exhibit Categories

- Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.
※Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.
- ※Exhibitors in Halls 9, 10, and 11 (excluding AR/VR, eSports, Gaming Hardware, Gaming Lifestyle and Selected Indie 80 exhibitors), as well as exhibitors in the Family Game Park, may sell only their exhibits in their regular booths as well as in Merchandise Sales Area.
- If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.
- If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with OMO in advance.

■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by OMO.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and OMO determine that a booth is in violation of this rule, OMO will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel an exhibition, and each exhibitor must follow OMO instructions regardless pre and ongoing exhibition periods.
- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The OMO will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the OMO's determination.

(5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of OMO.

•Each exhibitor must pay all the cost of any damages for rental items and waste disposal.

(6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by OMO in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.

(7) All exhibits and decorations shall be removed on the same day during the removal time specified by OMO in the exhibition guidelines.

(8) It is strictly prohibited to remove part or all of the exhibits during the exhibition period.

(9) Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

■ Exhibitor Name

•Exhibitors acknowledge that OMO may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

■ Determination of Booth Location at Real Venue

•The location of booths will be determined at a booth location selection meeting to be held on Monday, June 10, 2024, (for exhibitors that applied for 40 booths or more) and Thursday, July 4, 2024 (for exhibitors that applied for fewer than 40 booths).

※If the exhibitor will not be able to attend the booth location selection meeting, the exhibitor must entrust the booth location selection to the OMO in advance.

•Method of Booth Location Selection

●For exhibitors that applied for 40 booths or more

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

●For exhibitors that applied for fewer than 40 booths

Booth locations will be selected from among the booths prepared in advance by the organizer based on the number of booth available.

- The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2023) and applied for booths before the application deadline. (This means exhibitors whose application forms have been received by OMO by the application deadline.)
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

※If there are multiple exhibitors in the above conditions, the member of Computer Entertainment Supplier's Association (CESA) has priority to select a booth location. Further determination in the same conditions will be selected by a lottery.

※In the case of an exhibitor applying for 40 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

※It is not possible to change the number and configurations of booths at the booth location selection meeting.

※If the number of booths cannot be accommodated during the booth location selection meeting, the exhibitor may have to adjust the number of booths requested in consultation with the OMO, or may be asked to change the depth-to-width ratio of the exhibition area.

※To reduce congestion, booth locations may be limited to 40 booths or more per area (Halls 1-3, 4-6, 7-8,

and 9-11). Detailed rules will be shared at the booth location selection meeting.

※The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booth will be changed, based on the exhibitor's consultation with the OMO, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

※Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the OMO will send notification before the booth location selection meeting.

※The floor map will be available for the first time at the time of the selection meeting . Please note that they will not be shared in advance.

■Shape of the Booth Space

•The shape of the booth space (booth depth, ____ and booth width, ____) should be applied for by placing whole numbers in the appropriate spaces.

●For less than 40 booths: The maximum number of booth spaces is 7 in both vertically and horizontally, with an aspect ratio of 1:2 or less.

However, exhibitors are allowed to have 3 booths (1 in depth x 3 in width), 21 booths (3 in depth x 7 in width), or 32 booths (4 in depth x 8 in width).

●For 40 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth .

•In case for exhibitor that applied for 49 booths or more, the shape of booth space should be applied to a multiple of 7 and 7 booths in depth.

•To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

■Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by OMO.

2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.

3. For production methods of a video program with no provisions in the "Exhibitors Manual", OMO has an authorization to cancel or to change an exhibition.

4.Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.

5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by the OMO that determines the above items have violated.

6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of OMO.

■Selection of TGS2022 ONLINE Official Exhibitor Program Time Slot

The time slot of TGS Official Exhibitor Program will be decided at the slot selection meeting. The selection will be carried out in two parts, Priority (1)(2) and Priority (3)(4).

Priority (1) and (2): June 14 (Fri.), 2024

Priority (3) and (4): June 27 (Thu.), 2024

Priority of TGS2022 Official Exhibitor Program time slot selection is as follows:

Priority (1): Game Console Platform Companies

Priority (2): Exhibitor that participated in the preceding show (TGS2023) with Official Exhibitor

Program.

Priority (3): Exhibitor that participated in the preceding show (TGS2023) with exhibit only.

Priority (4): Other exhibitors

※Regarding selection of Priority (1) and (2), the company and organization with largest number of conducting slot participations in 2023 will be prioritized. For under same conditions, priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2024 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※Regarding selection of Priority (3) and (4), priority will be given to "exhibitors with Real (In-Person) TOKYO GAME SHOW 2024 exhibition booth in the order of the number of applied booths," "exhibitors met the exhibition application deadline timeline," and "CESA member companies" in that order. If the same conditions still apply, a lottery will be held.

※The term "exhibitors who have met the application deadline" refers to exhibitors whose application forms have reached OMO by the deadline.

■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of the OMO.

■ Application and Payment Due

1. Please e-mail the application form to the OMO.
2. Upon receiving the application form, the OMO will issue an invoice for the exhibition fee.
3. Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
4. You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
5. Your application is deemed formally accepted and you are treated as an exhibitor on the payment of your exhibition fee.
6. Please be noted that the exhibition application will be accepted at the time that the organizer has confirmed the payment of the exhibition fee.

■ Cancellation of Exhibition Application

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify the OMO in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from the OMO.

[Cancellation fee for Real (In-person) exhibit]

- From May 25 (Sat.) to June 9 (Sun.), 2024 / 50% of Exhibition Fee
- After June 10 (Mon.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

- From May 25 (Sat.) to July 4 (Thu.), 2024 / 50% of Exhibition Fee
- After July 5 (Fri.), 2024 / 100% of Exhibition Fee

[Cancellation fee for Official Exhibitor Program exhibitors]

- From May 25 (Sat.), 2024 / 50% of Participation Fee
 - For 1st & 2nd Round Priority: June 14, 2024 (Fri.) onwards... 100% of Participation fee
 - For 3rd & 4th Round Priority: June 27, 2024 (Thu.) onwards... 100% of Participation fee
- ※ 100% cancellation fee will be charged from the date of TGS2024 Official Exhibitor Program Slot Selection Meeting and the deadline for submitting the selection agreement (the next business day after the selection meeting).
- * However, in case no more slots are available for selection of applied slot (either Golden or General) at the Official Exhibitor Program Slot Selection Meeting, the applicable exhibitor will be asked to cancel without cancellation fee.

■ Liability for Damages

- (1) The OMO shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.
- (2) Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, the OMO shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- (3) Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of OMO, and OMO shall not bear all costs for any reason. OMO is not obligated to pay for any cost.
- (4) The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- (5) The OMO shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6) Due to the epidemic and spread of various types of virus and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, OMO may cancel or postpone all or part of this exhibition, request a change in its contents. The OMO will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
- (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that OMO cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).

■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

■ Statistics

The OMO shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, the OMO will not provide the said access information, obtained as a result of the above, to Exhibitors.

■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, the OMO will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, the OMO will not refund exhibit fees already paid.

The OMO shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunamis, flooding, landslides, lightning, explosions, fire, etc.)
4. Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
5. Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
6. Spread of infectious diseases (including bacterial infections and viral infections etc.)
7. Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials.
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to the OMO that are not included in the preceding items

■ Privacy Statement

The Taiwan External Trade Development Council (including corporations or organizations with business relationships, such as the Taiwan Trade Center, etc., please refer to the official website) respects and protects your privacy and personal data. To comply with the provisions of the Personal Data Protection Act (Chapter 1, Article 8), please review the following statement before you provide your personal information.

1. Purpose of collection: To assist Taiwanese companies and public sectors in promoting international trade, and related management.
2. Types of personal data: Identification, and other necessary personal data for the purpose of collection.
3. The period of using personal data:

Within the duration of the specific purpose mentioned above, and within the preservation period required by relevant laws, regulations or TAITRA's business operation.

*The Computer Entertainment Supplier's Association (CESA), the organizer of TOKYO GAME SHOW 2024, and Nikkei BP, the co-sponsor, and DENTSU are located in Japan, have a system for the protection of personal

information that was promulgated in 2003. For more information, please visit the following WEB site.

<https://www.ppc.go.jp/en/legal/>

The Computer Entertainment Supplier's Association (CESA), Nikkei BP and DENTSU protect personal information in accordance with the "Eight Principles of the OECD Privacy Guidelines".

☐ Please check if you agree the statement the above regarding "Privacy Statement".

We hereby agree to the "Privacy Statement" for exhibit in TOKYO GAME SHOW 2024.