

# TOKYO GAME SHOW 2024

Press Release

February 29, 2024

Computer Entertainment Supplier's Association

## In-person exhibition opportunity with “no fees” for individuals and companies developing indie games Now Calling for Entries to “Selected Indie 80”!

### Also Calling for Sponsors to Support Indie Games!

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) is now calling for entries to “Selected Indie 80”, free exhibition slots open for indie game developers within Indie Game Area at TOKYO GAME SHOW 2024 (TGS2024), co-organized by Nikkei Business Publications, Inc. (President: Naoto Yoshida) and DENTSU, Inc (Representative Director: Takeshi Sano). Entries are accepted online from the dedicated entry form on the TGS2024 Official Website, **until 5:00 p.m. April 30 (Tuesday), 2023 <Japan Standard Time>**.

\*More information: <https://events.nikkeibp.co.jp/tgs/2024/en/exhibitor/indie/>

Selected Indie 80 will screen and select 80 titles from the entries. The selected exhibitors will have the advantage of showcasing their games at the Selected Indie 80 exhibition at the physical venue. They will also receive exposure on the Indie Game page of the TGS2024 official website and be featured on the official streaming program that introduces Selected Indie 80 to attract the attention of the audience. Moreover, selected developers will have an opportunity to speak at SENSE OF WONDER NIGHT (SOWN), a game idea pitch contest. The winner of Grand Prix will receive USD3,000 as prize.

We are excited to receive numerous entries for Selected Indie 80, which serves as a gateway for indie game developers and offers various benefits.



### ◆ Benefits ◆

#### **(1) Free exhibition opportunity at the Indie Game Area of TGS2024**

Individual developers selected for the 80 titles can showcase their work for free of charge at TGS, which is typically only open to corporate exhibitors who pay fees.

#### **(2) Exposure on the TGS2024 official website and the streaming program introducing Selected Indie 80**

Your product will be featured in the indie game section of TGS2024 official website and pre-event streaming program showcasing all the game titles of Selected Indie 80.

#### **(3) Networking opportunity with indie game business professionals**

You can take advantage of an online appointment system and international networking party to meet with gaming platformers, publishers, and other indie game professionals from Japan and around the world.

#### **(4) Receive full support for free**

You will be provided with a booth, a personal computer, a screen, and an interpretation service for free.  
\*Some services may be provided with fees, depending on circumstances.

#### **(5) Automatic entry to win in the SENSE OF WONDER NIGHT 2024 (SOWN2024)\*1**

You can automatically register as a candidate to present your innovative game product at the SENSE OF WONDER NIGHT (SOWN) pitch event for indie developers. Out of the Selected Indie 80 entries, eight will be chosen as finalists to compete at SOWN. The Grand Prix and other awards will be given a cash prize of USD 3,000 and USD500, respectively.

#### \*1: What is SENSE OF WONDER NIGHT 2024 (SOWN2024)?

SENSE OF WONDER NIGHT (SOWN) is a pitch contest that has been running for 17 years at TGS2024. The contest aims to showcase outstanding game ideas that evoke a sense of wonder, a sensation that will catch people by surprise, and a feeling that something will change in their world.

Among 80 game titles chosen for Selected Indie 80, TGS2024 will further nominate eight titles created with outstanding ideas for the finalists presenting their products at the SENSE OF WONDER NIGHT 2024 (SOWN2024.) The Grand Prix and other award winners will be announced by judges at the physical venue. The winners will receive USD3,000 for the Grand Prix and USD500 for other awards.

## ■ "Selected Indie 80" Entry Requirements

Event Name : Selected Indie 80

Dates : September 26 (Thursday) – September 29 (Sunday), 2024

Exhibition Method : In-person exhibition ([Makuhari Messe](#))

Exhibition Fee : Free of charge

How to apply : Please fill in the online entry form for "Selected Indie 80"

More information: <https://events.nikkeibp.co.jp/tgs/2024/en/exhibitor/indie/>

Application Closing Date : by 5:00 p.m., April 30 (Tue.), 2024 \*Japan Standard Time (JST)

Selection : 80 titles will be selected by judges

Schedule: <1> Notification of acceptance or rejection for "Selected Indie 80": Around mid-May, 2024

\*Applicants not accepted to Selected Indie 80 can still apply for the fee-based exhibition plan (Commercial exhibitors only.)

\*Applicants who plan to exhibit with either Selected Indie 80 or the fee-based plan are requested to apply for the fee-based plan after finding out that the application for Selected Indie 80 has been rejected.

<2> Notification of acceptance to the SOWN finalists: Around mid-August, 2024

**Note:** Eight outstanding works chosen from "Selected Indie 80" entries will be nominated as the finalists of SOWN2024, a pitch event for innovative game ideas.

#### ●Eligibility

- Organization or individual who can showcase their products at Makuhari Messe (<https://www.m-messe.co.jp/en/>) during the four days of TGS2024 physical exhibition.

- Annual sales requirement:

Corporate entity with annual sales of USD500,000/JPY50 million or less

Individual with annual sales of USD100,000/JPY10 million or less

- Corporate entity needs to be fully independent financially.

#### ●Eligible works

- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is licensed.)

- Created for a platform for which an applicant has the right to develop.

- Work that complies with the CESA Code of Ethics and the CERO Code of Ethics.

\*CESA "Global Event Compliance Policy" <https://www.cesa.or.jp/compliance.html>

\*About CERO <https://www.cero.gr.jp/en/publics/index/3/>

- And does NOT fall under any of the following items:

1) Work including an expression that conflicts with or that may conflict with Appendix 3 "Banned Expressions" of the CERO Code of Ethics

<https://www.cero.gr.jp/relays/download/3/43/2/291/?file=/files/libs/291/202010162348223320.pdf>

2) Work that is rated under the "Z" category by CERO censorship or may include an expression equivalent to the "Z" category

3) Work that is already released overseas and rated under the "17+" (MATURE) category by an overseas censorship body (e.g., ESRB).

4) Work that is planned to be released overseas, and may be rated under the "17+" (MATURE) category by an overseas censorship body (e.g., ESRB,) or work including intensive violence that cannot be regarded as equivalent to the 13+ TEEN category.)

- For inquiries about Selected Indie 80, please contact TOKYO GAME SHOW Indie Game Secretariat by email at: [tgs.indie80@maruttoworks.jp](mailto:tgs.indie80@maruttoworks.jp)

**Sponsors  
Wanted**

## **Now accepting entries for corporate sponsorship to support indie games**

The projects under Selected Indie 80 are made possible with the support of our dedicated sponsors. If you are a game platformer, game publisher, or PC/screen provider, please consider supporting our projects. Our sponsors will be entitled to numerous benefits, including the exposure of their company logo, a dedicated area for exhibition, and access to a meeting table.

**Applications are being accepted until March 31, 2024 (Friday).**

\* Platinum, Gold, Silver, and Device sponsorships are available.

\* [More information](#)

### **◆ Sponsorship Benefits ◆**

#### **(1) Increase recognition as a “leading company” in the indie game field**

Your corporate logo, company name, and brand name will be prominently displayed on the indie game section of the TGS2024 official website, exhibition halls, streaming programs, and press releases. This will allow you to increase your visibility among game industry professionals, indie game developers, and game users.

#### **(2) Meet indie game developers and fans at a dedicated exhibition booth**

You can use a dedicated booth for sponsors (Platinum, Gold, and Device) to showcase game titles for trial play and gaming peripherals. This is an excellent opportunity to meet game business professionals, indie game developers, and game users.

#### **(3) Creating business matching opportunities with game business professionals and indie game developers**

Sponsors at the Platinum and Gold levels enjoy access to a dedicated meetup area within the Indie Game Area. By utilizing a business matching system, you can efficiently and effectively negotiate with game business professionals and indie game developers.

## **■ TOKYO GAME SHOW 2024 Exhibition Outline**

Event Title: TOKYO GAME SHOW 2024

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizers: Nikkei Business Publications, Inc., DENTSU, Inc.

Dates & Times: September 26 (Thursday), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 27 (Friday), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 28 (Saturday), 2024 Public Day 10:00 a.m.- 5:00 p.m.

September 29 (Sunday), 2024 Public Day 9:30 a.m.- 4:30 p.m.

\* Doors may open and close 30 minutes earlier than usual on Sep. 29, the final day of the event.

\* Doors may open 30 minutes earlier than planned on Public Days, depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

Expected Number of Visitors: 250,000

Expected Number of Booths: 2,500

Official Website: <https://tgs.cesa.or.jp/en/>