



TOKYO GAME SHOW 2024 Now Recruiting Influencers to Spread News on TGS Worldwide

Applications are now open for “Official Influencer From Overseas” targeting 15 countries and regions in East Asia, Middle East, and Oceania!

Selection Results to be Announced in Early July

Computer Entertainment Supplier's Association (CESA; Chairperson: Haruhiro Tsujimoto) is now recruiting influencers to join the “TGS2024 Official Influencer From Overseas” program, which was formerly called the “Official Influencer from Asia-Pacific.” TOKYO GAME SHOW 2024 (TGS2024), co-sponsored by Nikkei BP, Inc. and Dentsu, Inc., will be held from September 26th (Thu.) to September 29th (Sun.) As part of this program, the selected influencers will share the latest updates about TGS2024 worldwide. Interested candidates can now apply through the dedicated online form, and **the deadline for submission of applications is May 31st (Fri.), at 24:00 (Japan Standard Time).**

*For more information: <https://events.nikkeibp.co.jp/tgs/2024/en/exhibitor/press/influencer/>



(Last year's official influencers from overseas)

To apply for the "Official Influencer From Overseas" program, you must be at least 18 years old and based in any of the following 15 countries and regions in East Asia, Middle East, and Oceania: United Arab Emirates, India, Indonesia, Australia, South Korea, Saudi Arabia, Singapore, Thailand, Taiwan, China, Turkey, the Philippines, Vietnam, Hong Kong, and Malaysia. You should also have a passion for TGS and be willing to actively promote news about TGS2024 prior to the event. Those who have over 100,000 channel registrations and followers on social media platforms such as YouTube, X (formerly Twitter), TikTok, Instagram, and others are eligible to apply. The position is open to both individuals and agency members.

If you are chosen as an Official Influencer, you will get to play the latest game titles at the event venue

for four days from September 26th (Thu.) to September 29th (Sun.). You will also be invited to enjoy a talk show featuring game voice actors and producers. (The TGS Secretariat will book a hotel near the TGS2024 venue during the event period. However, you will have to bear the transportation costs from your home country/region to the Makuhari Messe venue.) Additionally, your profile as an Official Influencer will be posted on the TGS2024 official website with links to your SNS accounts. The TGS official SNS will also follow and repost Official Influencers' posts, supporting the spread of the latest TGS news.

TOKYO GAME SHOW is one of the world's largest global gaming events, with approximately half of the exhibitors participating from outside Japan. We welcome exhibitors and visitors from all around the world and aim to disseminate information from Japan to the world. TGS2024 will serve as a hub for global reach, and we welcome influencers from overseas to help create buzz for the event. We look forward to receiving many entries for "Official Influencer From Overseas".

How to Apply for TGS2024 Official Influencer From Overseas

Title: TGS2024 Official Influencer From Overseas
Period of Stay: September 25 (Wed.) to September 29 (Sun.), 2024
Venue: Tokyo Game Show 2024 exhibition venue (Makuhari Messe, Chiba)
*You must visit the physical event at Makuhari Messe
(<https://www.m-messe.co.jp/en/>)
Participation Fee: Free
How to Apply: Please apply with the online entry form at:
https://ers.nikkeibp.co.jp/user/UREG/?d=2024y0926tgs_oi&p=0
Application deadline : By 24:00, May 31 (Fri.), 2024 *Japan Standard Time

Selection: The TGS secretariat will select one influencer per country or region.

Official Influencer Accreditation Requirements

- Influencers must be based in the Australia, China, Hong Kong, India, Indonesia, Malaysia, Philippines, Saudi Arabia, Singapore, South Korea, Thailand, Taiwan, Turkey and UAE.
- Mainly video game play.
 - *No office affiliation is required.
 - *We are looking for influencers who are interested in TOKYO GAME SHOW even if they are not involved in live game productions, etc.
- Those who can work as publicity, not as a project.
 - *Please note that no rewards will be given for this project.
- Those who can actively disseminate information about TGS2024 before, during and after the show.
- Those who are able to enter Japan during the exhibition and visit the Makuhari Messe venue (VISA issuance support will be provided by TGS Management Office).
- Those whose coverage area of the distribution is their home country or includes their home country.
- 18 years old or older
 - *Please note that there is an age limit for admission to Business Day, so please be aware of the age of those accompanying with you.

- Total number of channel subscribers: 100,000 or more
 - *This is the standard number of subscribers to YouTube, X , Instagram, TikTok etc.
 - *No limit to the number of people who can accompany with you.
- Capable of communicating in English onsite.
- Previous TGS Official Influencers may continue to apply.

Obligations at TGS2024

- Please feature at least one game from your country's exhibitor.
- Please release at least THREE videos of TGS contents(1.Pre-event 2. On The Day 3.Post-Event).
- We may ask you to participate in the organizer's program during the exhibition.
- If you are selected as Official Influencer, please announce on SNS that you have been selected to participate.
- If you publish videos or other social networking information, please send it out with hashtag #TGS2024.
 - *Any social networking platform or video length is acceptable.
 - *We would like to get the information out to as many people as possible, so please help us out.

Benefits

- TGS2024 Official Influencer from ■■■ Title
 - *■■■ is the name of the country or region.
 - *One official influencer will be selected from each country or region.
- Admission will be available from Thursday, September 26.
 - *Special Badges will be issued.
- Access of an exclusive lounge for creators and influencers
- Four days of lodging expenses near the venue will be covered by TGS Management Office (Wednesday, September 25, IN - Sunday, September 29, OUT).
 - *TGS Management Office will cover the accommodation expenses for up to one accompanying person per influencer.
 - *TGS Management Office will provide up to two single rooms (maximum of two single rooms).
- VISA Documentation Support
 - *If you need a visa to enter Japan, TOKYO GAME SHOW Management Office will provide support for VISA issuance.
- TGS page introduction + YouTube and other links to the show on TGS Official Website.
- TGS2024 official goods set will be given as a present.
- Participation in International Party (Friday, September 27)
- TGS Management Office will follow and retweet your SNS.

- Official influencers will be introduced in the preliminary specials (Pre-event official programs) and in press releases prior to the show.
- Companions
 - *There is no limit to the number of staff or collaborators you can bring to the venue (They need to be over 18 years old. Please note that infants are not allowed). However, accommodation can only be provided for a total of two people, including the influencer and one accompanying person. Therefore, each Official Influencer is responsible for arranging accommodation for those exceeding this limit.
 - *Support for VISA issuance is available for all, regardless of the number of accompanying people.

■ **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 will 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/>