

TOKYO GAME SHOW 2024

This Year's Main Visual Unveiled!

Exhibitor Application Closes on May 24 (Fri.)

The Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has unveiled the main visual for TOKYO GAME SHOW 2024 (TGS2024), which will be held jointly with Nikkei Business Publications, Inc. and DENTSU, Inc.

■TGS2024 Main Visual Unveiled

The TGS2024 main visual work expresses this year's theme, "Trailblaze the World with Gaming." Illustrator Kukka created the work for TGS for five consecutive years. The main visual will appear in various scenes as the symbol of TGS2024. Please look forward to it!



● Illustrator Kukka comments on the main visual

Different types of game graphics, such as pixel art and polygons, have been created over time. Surprisingly, these expressions have never gone out of style or become outdated. Even today, game developers continue to update and renew these graphics, creating new expressions for the latest games. The gaming industry is constantly evolving while keeping its legacy. I am excited to see where this progress will take us.

When I heard about this year's theme for TGS, I envisioned something vibrant running through, that would add a fresh and colorful touch to the current era. Games have become an essential part of our daily lives, and I often see people personalizing their gaming rooms in cute and fashionable ways. Taking inspiration from this trend, I came up with a design that portrays lifestyles with gaming stacked in cubes.

● Kukka | Biography



Kukka was born in 1995 in the Goto islands of Nagasaki Prefecture. Its major works include character design for the movie *Natsu no Tunnel Sayonara no Deguchi*. In the music field, Kukka created animated illustrations for Eve's music video "Hanaarashi." Kukka actively releases creative illustrations expressing its unique worldview under various themes as a personal project. Its collection of artworks, *KUKKA*, is published from KADOKAWA in Japan, and its Chinese version is also on sale.

TGS2024 Exhibitor Application Deadline is Approaching! **<May 24 (Fri.)>**

Please note that the deadline for exhibitor applications for TGS2024 is May 24 (Fri.) This year, TGS has updated the exhibition venue layout by decentralizing large-scale booths to maximize and optimize the number of available booths for more companies to participate. In addition, many journalists and influencers from Japan and abroad will be attending the event, making this a great opportunity to showcase your products to a global audience. For more information, please visit the official TGS2024 website and check out the exhibit guide.

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

● **Exhibit Guide** : <https://bit.ly/3Wszof3>

The Deadline for the First Round of Exhibitor Applications for TOKYO GAME SHOW Digital World is Approaching! <May 24 (Fri.)>

The "TOKYO GAME SHOW VR" event has been renamed to "TOKYO GAME SHOW Digital World". The event will be held virtually for 17 days starting from September 20 (Fri.). This year's virtual exhibition will last longer than last year's event and will offer a variety of original programs and fun projects that can be enjoyed on computers, smartphones, and VR devices.

● **Exhibitor and Sponsorship Programs for TOKYO GAME SHOW Digital World:**

<https://bit.ly/3y6K74K>

Applications for Advertising and Sponsorship Programs Will Also Close Soon

TGS2024 offers various advertising and sponsorship programs, as well as exhibition opportunities. Please check the information below, as deadlines vary by program.

● **Guide to "Official Exhibitor Program" <Application deadline: May 24 (Fri.)>**

<https://bit.ly/4aaiKDV>

● **Guide to "Creator Lounge Sponsorship" <Application deadline: May 24 (Fri.)>**

<https://bit.ly/4dsaD8L>

● **Guide to other "Advertising and Sponsorship" programs <Application deadline: June 10 (Mon.)>**

<https://bit.ly/3QAzu0u>

● **Guide to "TGS Forum Sponsorship Session" <Application deadline: June 21 (Fri.)>**

<https://bit.ly/3uH4svY>

● **Guide to Advertising on TGS Official Guidebook "TGS NOW!"**

----- 【Key features of TGS2024】 -----

Global exhibitors and visitors

In recent years, almost half of the exhibitors at TGS have been from foreign countries. TGS2024 is actively pursuing to attract even more overseas visitors by organizing promotional events in major Asian cities and working closely with travel agencies to create tour packages for expanding the global reach.

Largest and updated exhibition layout

The exhibition layout is updated, and large-scale booths are decentralized to maximize the number of available booths and avoid crowding. TGS will provide a platform to accommodate as many exhibitors as possible while improving the venue environment.

In-depth news to wider audience

TGS2024 is planning to invite journalists and influencers from Japan and worldwide, with a system allowing them to contact exhibitors before the exhibition to request interviews and trial play of games. TGS will support them in delivering information in greater depth to a broader range of business professionals and game enthusiasts.

■ **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/>

■ **Exhibitor Application, Selection, and Briefing Schedule**

Exhibition Application Deadline: May 24 (Friday), 2024

Booth Location Meeting: June 10 (Monday), 2024--- For exhibitors with 40 or more booths (no adjoining exhibitors)

July 4 (Thursday), 2024 --- For exhibitors with less than 40 booths (adjoining other exhibitors)

Official exhibitor program selection:

June 14 (Friday), 2024—For exhibitors categorized with priority (1) and (2)

June 27 (Thursday), 2024—For exhibitors categorized with priority (3) and (4)

Priority (1): Home game console platformers

Priority (2): Exhibitors participated in TGS2023 Official Exhibitor Programs

Priority (3): General exhibitors participated in TGS2023

Priority (4): Other exhibitors

Exhibitor Briefing: July 4 (Thursday), 2024

For more information, please see the exhibitor information on the official website at:

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