

# Show Your Dutch Games at the Tokyo Game Show 2015

The Dutch Embassy in Tokyo invites you to join the Dutch Pavilion at the Tokyo Game Show 2015, the largest gaming exhibition in Asia. Dates: 17 - 20 September 2015.

Presenting yourself at the Dutch Pavilion will give you enhanced visibility, contacts and leads. Space is limited, so sign up today! Deadline: May 20.

## Demonstrators' Benefits

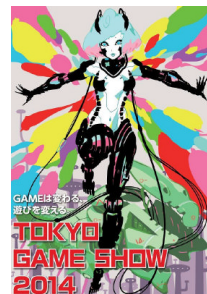
- More visibility through Holland Branding
- Space with lighting, power and internet connectivity to demonstrate you games
- Access to TGS matchmaking system to meet potential partners and clients
- Meeting spaces and assistance of receptionists
- Distribution of collective brochure with your company in it
- Networking event
- Your company poster on the wall

## Demonstrators' Obligations

- 500 euro participation fee
- Travel and accommodation costs
- Poster and pamphlet page design
- Demonstration hardware and games
- Participation in evaluation session

## Data on Tokyo Game Show 2014

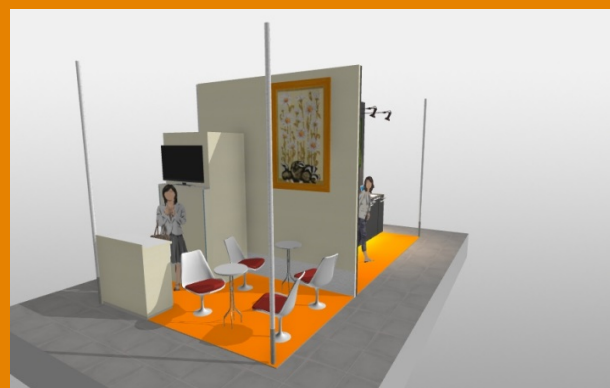
- 1,363 games shown
- 1,715 booths
- 421 exhibitors
- 56,433 visitors on Business days
- 195,399 visitors on Public days
- 60 countries
- 4,800 journalists
- 5 Dutch gaming companies



Planned Holland Pavilion (design to be reviewed)



Reception Area



Demonstration Area

# Tokyo Game Show 2015

Period: **Business Day: September 17 (Thu) & 18 (Fri)**

**Public Day: September 19 (Sat) & 20 (Sun)**

Venue: **Makuhari Messe** (Chiba/Tokyo, Japan)

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-organizer: Nikkei Business Publication, Inc.

Supporter: Ministry of Economy, Trade and Industry of Japan

Expected Number of Visitors: 220,000. Expected Number of Booths: 1,600

Visit Tokyo Game Show Web site: <http://tgs.cesa.or.jp/en/>

## Dutch Pavilion

- 3m x 6m booth with eight demonstration slots [1m x 1.5m space each].
- Each slot is equipped with table, small storage, poster mount wall, power supply and Internet connection.
- A demonstrator can use one or two slots.
- Wall side slot will be assigned to public organization for more display.
- Receptionists at reception area support demonstrators when needed.
- Meeting/rest spaces are available within the booth and in another building.
- A large display in reception area shows game screens.

## If you intend to join Dutch Pavilion:

Apply for slots by sending an email to the address below with

- Name and address of your enterprise
- Name and email address of contact person
- Number of slots you need

Intention email should be submitted before May 18.

This plan can be cancelled if enough applications do not come.

Should you have any questions, please ask us.

Your contact in the Embassy:

Mr. Chuji Akiyama: [tok-ea@minbuza.nl](mailto:tok-ea@minbuza.nl)

+81 3 57765436

We are looking forward to hearing from you soon!

