



2023 TAIPEI GAME SHOW

B2C Zone

Feb. 2 – 5, 2023

TaiNEX, Hall 1

B2B Zone

Feb. 2 – 3, 2023

TaiNEX, Hall 1





Taipei Game Show Walk Through





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GAME SHOW

The Highlights



Various gaming platforms are what you can expect in the show. From PCs, consoles, mobile devices all the way to VR/AR games and board games, the show accommodates everything.



Diversified gamer base in the show creates a vibrant show floor like no place else. Gamers with different likings gathered in the venue to get their hands on the latest releases.



The center of APAC game industry attracts thousands of international industry professionals in the region. This is where opportunities are discovered and deals are made.



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Numbers & Stats



Media Coverage

22 Languages / 3,000+ Reports



Public Attention

320,000+ Visits Every Year



B2B Network

3,000+ Business Meetings

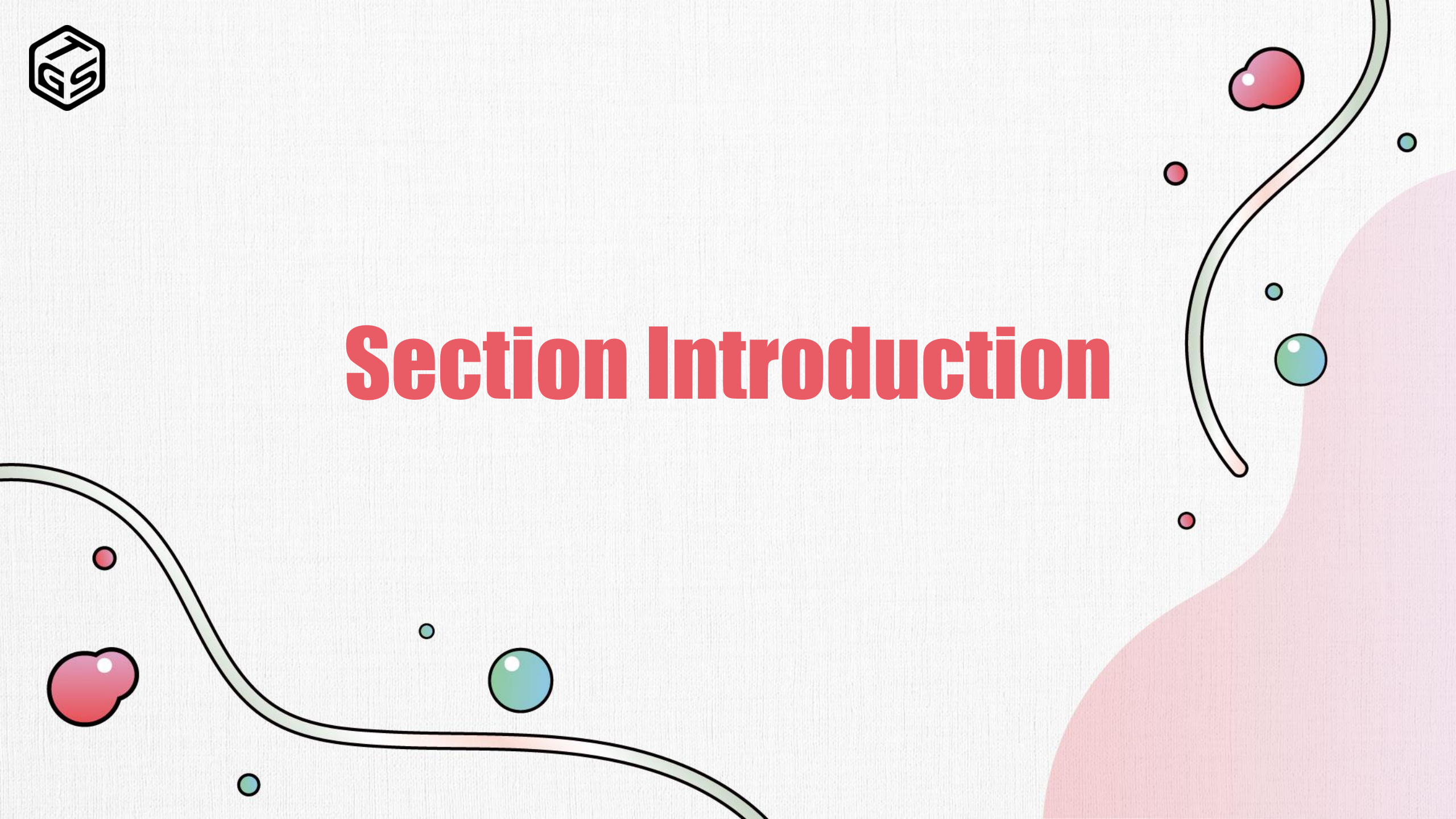


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Section Introduction





Section Intro

- **B2C Zone**
- **B2B Zone**
- **Asia Pacific Game Summit**
- **Indie House & IGA**



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B2C Zone

Exhibitor Category

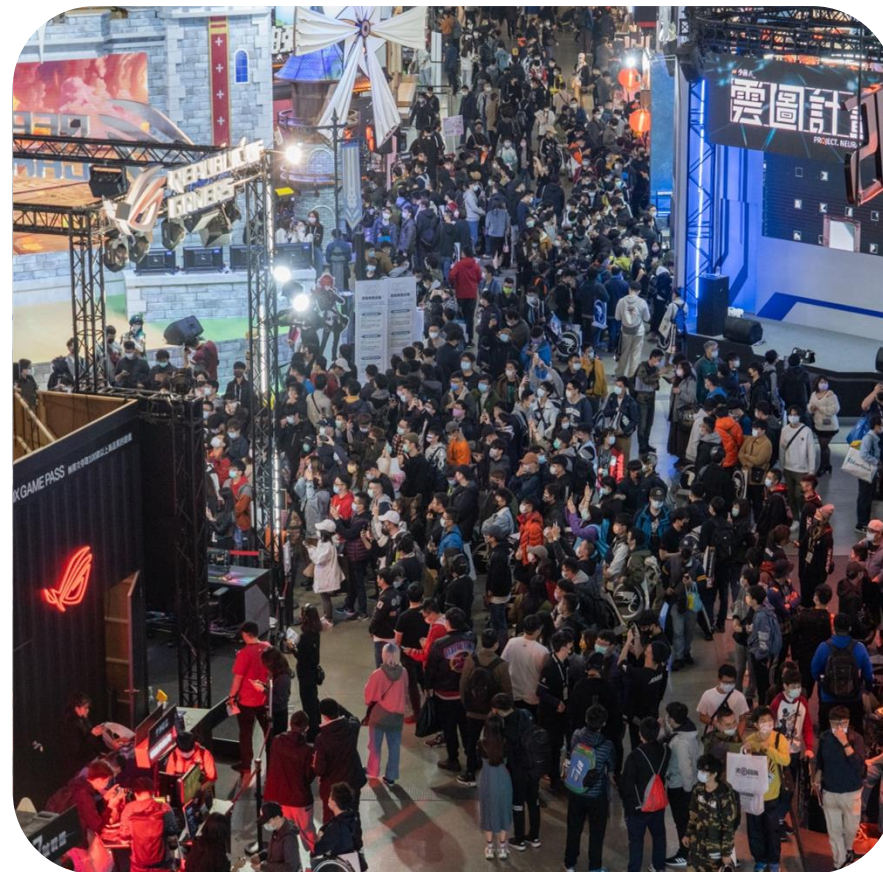
- Console / Mobile / PC / E-Sport / Gaming Gear / Board Game

Event Scale

- 400+ Exhibitors
- 2,000 Booths
- 350,000 Visits (average age group of 19 – 24)

Recommended Actions

- New game releases / Mandarin-localized game releases
- Brand campaign touch-points / brand awareness boosters
- Offline community Events / E-sports tournaments
- Stage events / fan-club giveaways



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B2C Zone – Online Events



Taipei Game Show Online



- Streaming jointly with Taipei Game Show since 2021.
- 3M+ Total views.
- Focusing on big game releases and announcements.
- In collaboration with YouTube, Twitch, AfreecaTV, 17LIVE, Huya Live.



Play Soup Online Program

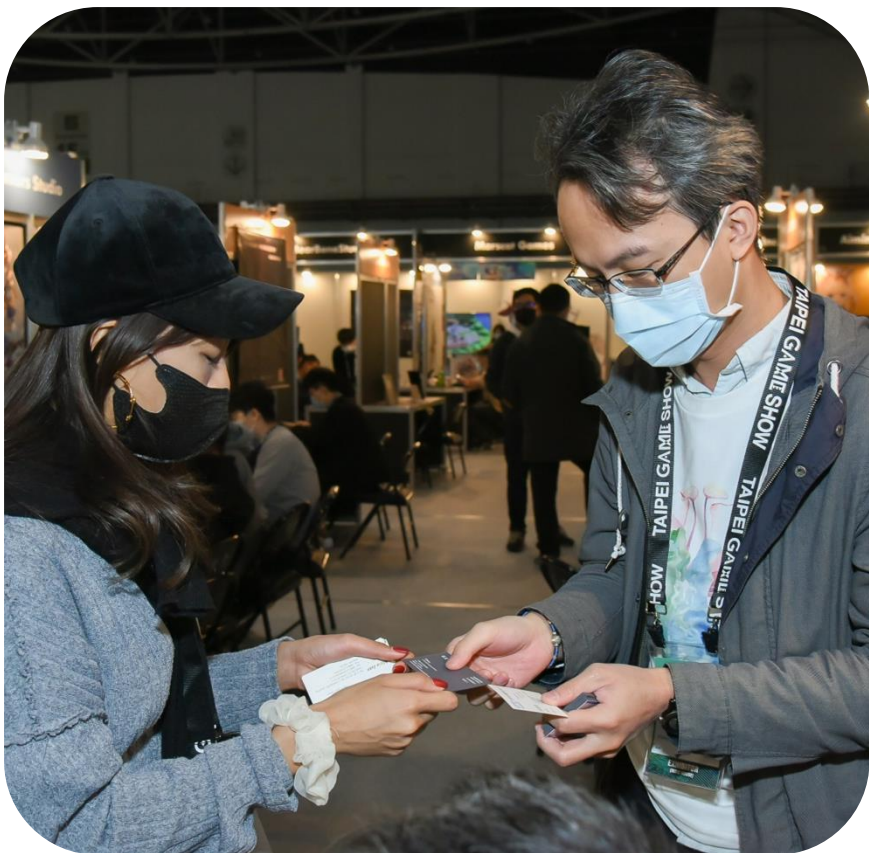


- Streaming every Friday night since 2021.
- 10K+ Subscribers.
- 1.2M+ Total views.
- Game releases, tryouts, game talks, trending topics



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B2B Zone

Exhibitor Category

- Publishers / Agencies / Service Providers / Indie Game Developers

Event Scale

- 200+ Exhibitors
- 2,000+ Business Visitors & Company Reps Visited
- 3,000+ Meetings Arranged (Online + Offline)

Recommended Actions

- Business development / industry networking
- B2B marketing campaign / brand awareness booster
- Indie game hunt / Publisher matchmaking
- International rollouts, localizations and further collaborations



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B2B Zone – Online Services

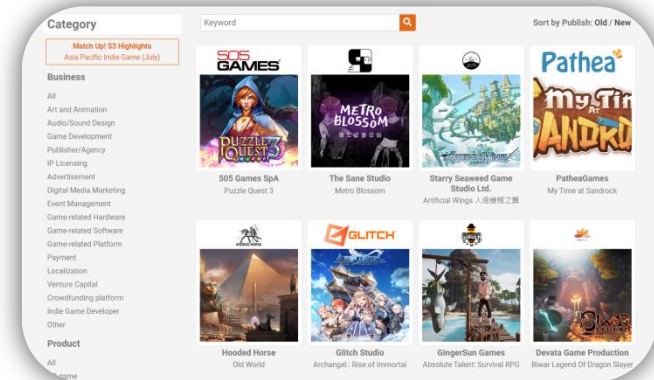


Online B2B Matchmaking

- Dedicated moderators ready to assist every online meeting.
- Hassle free online meeting experience.
- 1 click card exchange & contact info download.

B2B Online Showcase & Year-Long Matchmaking

- A product/service/game profile on Taipei Game Show B2B Online.
- 2 – 3 themed events with different matchmaking pool every year.



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Asia Pacific Game Summit

Feat Taipei Game Show

Theme of the Summit

- Game development, business and marketing, eSports, indie games, tech trends, metaverse, and more.

Highlights

- Over 200 online/offline speech sessions and talks hosted.
- 10,000+ of participants gathered in the physical event.
- Online speech sessions with a total of 110,000+ views.

Notable Speakers



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Asia Pacific Game Summit

Feat Taipei Game Show



Game Developer Conference

- Closed-door meeting, customized services.
- Precision interaction facing game developers.
- The sponsor of 2022 **Nintendo** with close to 200 developers participated the event.



Metaverse Forum

- In collaboration with National Development Council (Asia Silicon Valley Development Agency).
- Professional insights from the industry experts. In depth talks on the strategic deployment into the wave of metaverse.
- 2 physical seminars in 2022 with 9 industry experts. Nearly 200 audience participated.



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Indie House

A section for indie game developers



Flexible packages specifically designed for indie game developers to showcase and network. It comes with full supports from the organizer, making indie devs' trip to Taipei a breeze.



It's a place where developers meet and be inspired. Developers from across the world all gather into the section, exchanging insights as well as bringing the gamers their latest creations. The vibe here is unlike anywhere else.



Business opportunities can be found in the B2B part of the section. Publishers, VCs, agencies, localization, monetization and all sorts of service providers are all here waiting for the next cooperation.



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Indie Game Award

Prize & Glory

Established in 2015, Indie Game Award (IGA) has attracted over 800 indie game developers around the globe so far. The award looks deep into the various aspects of a game, including audio productions, visual designs, innovative ideas and core mechanics, with the help from a professional jury panel consisted of game industry professionals, seasoned developers, media journalists and key opinion leaders of the gaming community. IGA accepts submissions with games on all mainstream gaming platforms including consoles, PCs, mobile and VR/AR/XR devices.





Exhibitor & Sponsor Packages

B2C Zone Exhibitor

Exhibition Date: Feb 2-5, 2023

Exhibitor Registration

https://tgs.tca.org.tw/method_e.php

(Registration Dates: Aug. 1 – Sep. 30, 2022)

Price (VAT Included)

- **1*Standard Booth**(3x3m Raw Space)
- **Fee: USD \$2,200 | Deposit: USD\$ 400**

Accepting Exhibits

PC Games / Mobile Games / Console Games / Arcade Games
/ Gaming & Streaming Platforms/ Board Games / eSports
Gears & Entertainment Peripherals / Anime Figures and Toys

Special Conditions

- **Pillar/Structural blockage(s) in Space - USD \$400 deductible per booth**
- **Booth(s) adjacent to 6-meter main aisle – USD \$200 surcharge per booth**



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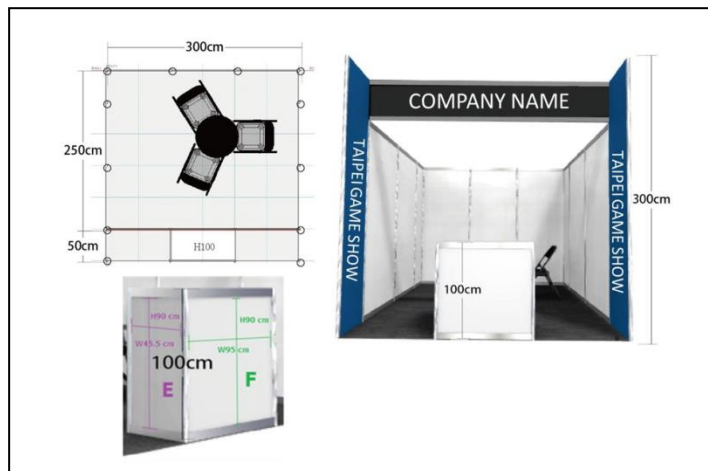
Exhibitor Registration

https://tgs.tca.org.tw/b2bzone_e.php

(Registration Dates: Sept. 1 – Nov. 30, 2022)

B2B Zone Exhibitor

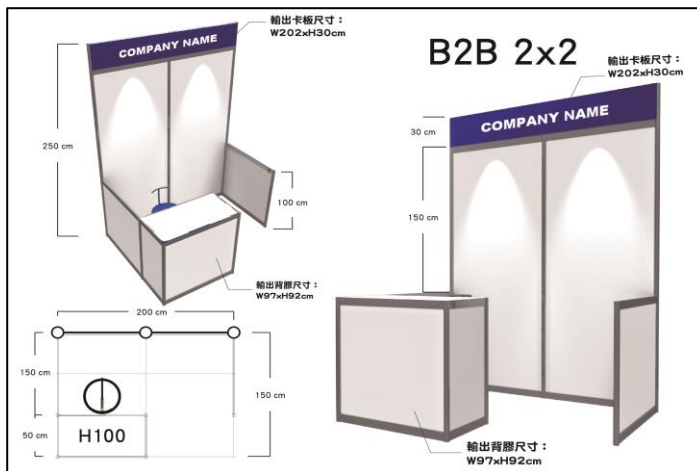
Exhibition Date: Feb. 2-3, 2023



Shell Scheme Booth

- 1*Shell Scheme Booth(3x3m)
- 2* Online Profiles
- 1* Matchmaking Account

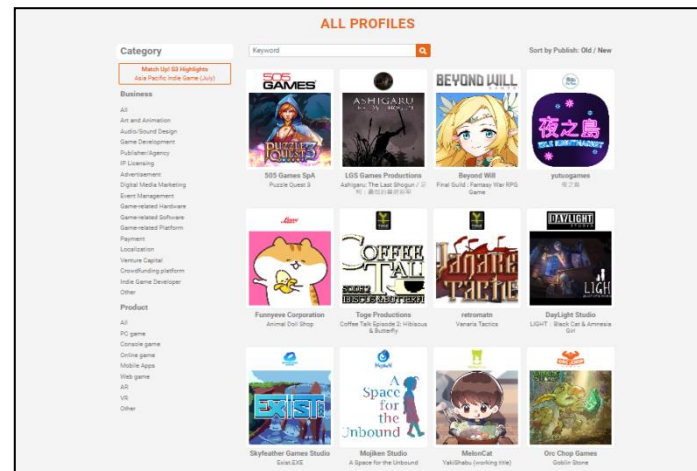
Fee: TWD \$29,400
(VAT Included)



Turnkey Booth

- 1*Turnkey Booth(2x2m)
- 2* Online Profiles
- 1* Matchmaking Account

Fee: TWD \$18,900
(VAT Included)



Online Showcase

- 2* Online Profiles
- 1* Matchmaking Account
- No onsite booth

Fee: TWD \$15,750
(VAT Included)



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Indie House Exhibitor

Exhibitor Registration

https://tgs.tca.org.tw/indie_application_e.php

(Registration Dates: Sept. 1 – Oct. 13, 2022)

Exhibiting Area: B2B Zone

Exhibiting Area: B2C Zone

Description	Business Package	Online Business Package	Standard Gamer Package	Advanced Gamer Package	Ultimate Gamer Package
Event Date	Feb 2 – 3, 2023	Dec. 1, 2022 – Feb. 3, 2023	Feb. 2 – 5, 2023	Feb. 2 – 5, 2023	Feb. 2 – 5, 2023
Price (VAT Included)	TWD \$3,000	TWD \$2,000	TWD \$10,500	Fee TWD \$30,000 Deposit TWD \$10,000	Fee TWD \$60,000 Deposit TWD \$20,000
Spec	Onsite Showcasing Stand/Online Profile & B2B Matchmaking	Online Profile & B2B Matchmaking	Onsite Showcasing Stand	Onsite 3*3m Shell Scheme	Onsite 6*3m Shell Scheme
Installation	<ul style="list-style-type: none"> Showcasing stand*1 Nameplate*1 Folding chairs*2 110v power socket*2 Free public Wi-Fi Wired network NOT included 	N/A (Online)	<ul style="list-style-type: none"> Showcasing stand*1 Nameplate*1 Folding chairs*2 110v power socket*2 Free public Wi-Fi Wired network NOT included 	<ul style="list-style-type: none"> 3*3m shell scheme with basic installation Free public Wi-Fi Wired network NOT included 	<ul style="list-style-type: none"> 6*3m shell scheme with basic installation Free public Wi-Fi Wired network NOT included



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B2B Zone Sponsorship

Exhibition Date: Feb. 2-3, 2023

Diamond Sponsorship

Sponsorship Price

TWD \$525,000

Bundle with exhibitor package

TWD \$262,500

(Above prices are VAT included)

Logo printed on all B2B Zone Visitor Badges. Dedicated promotional campaigns. Specific terms are to be discussed and specified.

Gold Sponsorship

Sponsorship Price

TWD \$210,000

Bundle with exhibitor package

TWD \$105,000

(Above prices are VAT included)

Logo & banner ads on the Biz-Matching system. Dedicated promotional campaigns. Specific terms are to be discussed and specified.



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Indie Game Award Sponsorship

Award Ceremony: Feb. 2, 2023

Price (VAT Included)

- TWD \$270,000
- TWD \$90,000 will be transfer into the prize pool

Contents

- **Jury panel seat:** a guaranteed seat in the jury panel to participate the judging process.
- **Sponsor's award:** an award named and selected by the sponsor will be given in IGA.
- **Promotional resources:** The organizer will execute marketing campaigns via SNS outlets & press releases.
- **Customized matchmaking service with the competing developers.**



Get more info →

https://tgs.tca.org.tw/indie_award_e.php



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APGS Sponsorship

Date: Feb. 2-3, 2023

Advertisement Sponsor

Sponsorship Price
TWD \$84,000

Bundle with exhibitor package
TWD \$21,000

(Above prices are VAT included)

- Logo display on session video header, video frame and description.
- Bumper ads(10 sec)*1 in between sessions
- Official website rotational banner, logo display in agenda page, intro of session
- EDM & Posts on official SNS
- Logo display on the on-site banner(s)

Online Session Sponsor

Sponsorship Price
TWD \$126,000

Bundle with exhibitor package
TWD \$31,500

(Above prices are VAT included)

- Online Session (15 minutes)
- Logo display on session video header, video frame and description
- Bumper ads(10 sec)*1 in between sessions
- Official website rotational banner, logo display in agenda page, intro of session
- EDM & Posts on official SNS Logo display on the on-site banner(s)

Physical Session Sponsor

Sponsorship Price
TWD \$126,000

Bundle with exhibitor package
TWD \$31,500

(Above prices are VAT included)

- On-site Session (30 minutes)
- Logo display on session video header, video frame and description
- Bumper ads(10 sec)*1 in between sessions
- Official website rotational banner, logo display in agenda page, intro of session
- EDM & Posts on official SNS Logo display on the on-site banner(s)

Get more info →

<https://tgs.tca.org.tw/apgs/sponsorships.php?lang=e>



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■ Indie House Contact



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Event organizer:

