

Rules Governing Tokyo Game Show 2002

Secretariat

The Secretariat refers to the Operating Secretariat of Tokyo Game Show 2002 organized by the organizer and co-organizer of the event.

Eligibility for Exhibiting in the Show

Exhibitors are limited to companies and other organizations supplying products and services consistent with the purpose of the Show as set by the Secretariat. The Secretariat has the right to determine if any product or service is consistent with the purpose of the Show.

Restriction of Exhibits and Products for Sale

Exhibits (including products for sale) are limited to those that meet the Ethical Regulations of CESA. The exhibition and sale of products related to software not meeting the Ethical Regulations are prohibited. For more information regarding the Ethical Regulations of CESA, contact the office; info@cesa.or.jp.

Promotion of software for consumer use and sales of related goods are the content of activities of any exhibitor, in principle.

Products not handled by exhibitors cannot be exhibited or sold at the Show.

Restriction of Exhibit Classification

Products other than newspapers and books cannot be sold except in the Product Sales Area and the product sales booth of the Kids' Area. Game software, cannot be sold including sales by subscription.

Display/exhibition or PR activities for game software cannot be carried out in the Product Sales Area or the product sales booth of the Kid's Area.

If an exhibit of multiple booths in the same Area is desired, please consult with the Secretariat in advance.

Regulations for Exhibit

The decorating/exhibiting methods are described in the "Exhibitors Manual" to be supplied by the Secretariat, and all exhibitors are required to follow the guidelines in the Manual. There are limits to special structures, such as hanging structure and two-story booths, and the height of exhibition space, depending on the number of booths and location of booths.

Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. The Secretariat will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the Secretariat's determination.

Exhibitor Name

The exhibitor name on the booth space application form must be the official name of the exhibiting entity. Unless the Secretariat is informed of any changes in advance, the name on the form will be used for the exhibitors list in the Show advertisements, official Web sites of the show, guidebook, etc.

Determination of Booth Location

The location of exhibit booths will be determined at a booth location selection meeting to be held for each exhibit Area after the explanatory meeting for exhibitors is concluded on Wednesday, June 19, 2002.

Selection methods:

In descending order beginning with exhibitors requesting a larger number of booths, exhibitors will be asked to select desired booth locations from among available booths, prepared by the Secretariat in advance, based on the number of booths.

The selection order, if there are multiple exhibitors with the same number of booths, will be as follows:

1. Exhibitors that participated in the preceding Show (Tokyo Game Show 2001 Autumn) and that applied for booths before the application deadline.
2. Exhibitors that participated in the preceding Show but applied for booths after the deadline.
3. Exhibitors that did not participate in the preceding Show but applied for booths before the deadline.
4. Exhibitors that did not participate in the preceding Show and applied for booths after the deadline.

If there are multiple exhibitors with equivalent records, the order of selection will be determined by lottery.

*Depending on the state of applications, there may be cases in which the selection method will be changed in advance. In that case, the Secretariat will send notification before the booth location selection meeting.

In the case of an exhibitor applying for 40 or more booth spaces, the Secretariat will assure the exhibitor of an island configuration (a layout without any adjoining booths).

It is not possible to change the number of booths at the booth location selection meeting.

If the number of booths cannot be accommodated during the booth location selection meeting, it is possible that the exhibitor will have to adjust the number of booths requested in consultation with the Secretariat, or that it will be asked to change the depth-to-width ratio of the exhibition area, with the applied area being unchanged.

The exhibitor cannot change the location of booths after their selection. However, there may be cases in which the location of the exhibitor's booths will be changed, based on its consultation with the Secretariat, due to a booth cancellation by another exhibitor, the addition of new booths or other reasons.

Shape of the Exhibition Space

The shape of the exhibition space (depth, ___ booths and width, ___ booths) should be applied for by placing whole numbers in the appropriate spaces.

An exhibitor's space can be at most 8 booths deep and 16 booths wide.

An exhibitor who desires 128 or more booth spaces is requested to consult with the Secretariat regarding the shape of the exhibition space.

To facilitate the overall Show site layout, an exhibitor with an exhibition space of a difficult shape may be requested to change its shape.

Fair Period

The exhibitor must decorate its exhibition space during the preparatory period to be defined by the Secretariat, and complete the work before the opening of the Show on Sept. 20, 2002.

All exhibits and decorations shall be removed after 5:00 p.m. on Sept. 22, 2002, and by the end of the day.

Exhibitors are not allowed to remove any portions or all of their exhibits before 5:00 p.m., Sept. 22, 2002.

No Subleasing

Without the express permission of the Secretariat, an exhibitor may not transfer or sublet all or any part of its exhibit space (whether for payment or not).

Fire Safety

All exhibitors are required to adhere to all fire and safety rules and regulations that apply to the venue of Tokyo Game Show 2002.

Booth Space Application and Payment Due Dates

The day on which the booth space application form has been received by the Secretariat will be the contract date.

Because the Secretariat will issue a bill after its receipt of an application form, the exhibitor is requested to wire transfer 100% of the exhibit fee to the bank account specified by the Secretariat by July 31, 2002. Exhibitors failing to meet the payment due date may not be able to participate in Tokyo Game Show 2002, so be careful about this matter.

Cancellation by Exhibitor

Any exhibitor wishing to cancel its participation in Tokyo Game Show 2002, either fully or partially, must submit a notice to the Secretariat in writing. In the event of a cancellation, the following amount is due as a cancellation fee. As the Secretariat issues a bill on that occasion, make payment within 30 days.

(a) From May 30, 2002 (Thursday) - June 18 (Tuesday): 50% of the exhibition fee

(b) After June 19, 2002 (Wednesday): 100% of the exhibition fee.

Damage Compensation

The Secretariat, regardless of the reason, will not be responsible for any personal injury or property damage (including that to the venue's facilities and fixtures) resulting from the use of the venue by the exhibitor, its employees or any others involved.

The exhibitor, its employee or any others involved must immediately compensate for all damages, either intentional or accidental, inflicted on the venue's facilities and fixtures by its employees, representatives or any others involved.

The Secretariat is not responsible for any typographical errors found in the promotional materials of Tokyo Game Show 2002, including media advertising, guidebook, etc.

Cancellation of the Show

In the event that the Secretariat cancels Tokyo Game Show 2002 for its own reasons, making it impossible for the exhibitors to use their contracted booths, the Secretariat will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the Show. Apart from the foregoing, the Secretariat will not bear any liability for cancellation of the Show.

The Secretariat will not be responsible for any damages inflicted on the exhibitor, whether direct or indirect, through force majeure or by command or instruction of a third party.