



PAGS
PALLADIUM ANIME GAMES SHOW

TGS

TGS
Spring Break

Flashback

PRESENTATION
FILE

EDITORIAL



Organise An Exhibition.

In 3 words, we have defined the heart of our business. Attaining to propose a quality rendez-vous , respecting the passion of our visitors, but also the objectives of our partners and exhibitors: this our goal.

The programme of our exhibitions, combined with our campaign of communication and with your experience assures of success. The prestigious international invitees, the animations , and spectacular non-stop spectacles: this is our winning formula to ensure a rate of attendance in constant increase at all our events. Take advantage of our success and display at our exhibitions!

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THE COMPANY



TGS EVENEMENTS is a company created in 2007 having for its objective the realisation of the TOULOUSE GAME SHOW.

The principle of TGS is to assemble professionals, organisations and particular writers of video game themes, manga and animation, Asian culture and science-fiction.

Frédéric DEVEZE and Sébastien LAURENS, the managers of TGS EVENEMENTS, took the decision in creating TGS to fill the gap in the South of France for this type of event. It is because of the strong success of these first editions that TGS EVENEMENTS continues to develop in Toulouse but also in other towns such as Pau or Monaco for example.

TGS EVENEMENTS mobilises for certain special events: Virades de l'espoir (National day for mobilisation against cystic fibrosis), Toulouse For Japan (support to the victims of the tsunami in Japan in 2011) and becomes partner for certain charitable operations, such as the realisation of the dreams of sick children.

The wish of TGS Evenements is to make its exhibitions strong and vital in France based around these themes, thanks to the quality of their invitees and their animations.



OUR EXHIBITIONS



"Our events are characterised by the diversity of our exhibitors, with associations offering animations and initiations , publishers of video games and manga , as well as specialist traders. All are spread evenly throughout the exhibition in order to create a route by which visitors can see the entire show going from surprise to surprise"



THE TOULOUSE GAME SHOW

The original exhibition that gathers fans around themes like video games, manga, SF, comics and imaginary universes taking place at the Parc des Expositions de Toulouse.

A major event, complete and diverse with shows, live performances, free access video games conferences, meetings with well famous guests (tv or movies

actors, video game makers, scenarists, mangakas...).

The success of the 9 first TGS confirms the interest of the public (more than 50 000 visitors in 2015) making it ***THE MOST IMPORTANT PROVINCIAL EXHIBITION.*** The TGS joins the top trio of the french Manga and Video Games exhibitions



THE TGS SPRINGBREAK

TOULOUSE GAME SHOW's little brother. The TGS Springbreak takes the TGS themes putting the accent on Comics and TV shows guests.

It is held in the centre de congrès DIAGORA, at Toulouse Labège. Smaller sized than the TGS, TGS Springbreak brings exclusive animations, such as the outside zone with a fairground (roller coasters, inflatable toys...) seducing **over 16 000 visitors in 2015**.



THE MONACO ANIME GAME SHOW

The MAGS was held in march 2013 and welcomed nearly 7000 visitors and an impressive list of invitees such as **Go NAGAI (Grendizer)**.



FLASH- BACK

Change of themes with an exhibition solely dedicated to the 80s/90s with expositions, guests, conferences, retro gaming... 2016 highlights include a Mickael Jackson show, the "La malle-de Nellie Oleson" show and an authentic 80s show featuring Desireless, JP. Mader as well as Emile et Images.

THE PAU ANIME GAME SHOW



The PAGS is from now the indispensable Geek rendez-vous at Pau. It is a family type show along the lines of the TGS.

Video games, Manga and Web culture in the venue of You tubers, Webseries, Authors ... autographs and conference.

The Exhibition groups together shows, concerts, professional stands and associates, free access to games and cosplay competitions and a Lan Party.

The PAGS welcomed nearly **7000 visitors for its second edition in 2015**.

VIDEO GAMES



The market for video games now surpasses that for cinema. The presence of publishers, developers, independants and associations provides the opportunity to our public for numerous animations from retro gaming to next gen game systems as well as coin op machines and pinball machines.



INVITED CREATORS/PRODUCERS:

Already came : •SUDA 51 •Yoshitaka AMANO,
 •Shinji HASHIMOTO •Katsuhiro HARADA •Yu SUZUKI
 •Frédéric RAYNAL •Anthony ROUX •Michel ANCEL
 •Christophe HERAL •Eric CHAHI •Paul CUISSET...
 Journalists, TV hosts, Gamers: •Marcus, •Kayane,
 •Kythis are faithul attendees at our events.

E-SPORT



MELTDOWN
ESPORTS BRZE

G2A
.COM

acer
dailymotion



LDLC
.COM

From now on, PC Gamers will also find what they're looking for at the Toulouse Game Show.

First E-sport event at the TGS, the Astrogaming Cup#3 (1500m²), divided into two competitions was played on Blizzard games, with winners earning a total of 5000 euros. Guests such as *"Pomf et Thud"* as well as *"Stephano"* also participated in the event.





MANGA & ANIME



France is the second market for Manga, after Japan. Production is still resplendant in the land of the rising sun, and french versions are increasing each year. The preponderance of manga in our exhibitions is confirmed by the very presence of publishers, as well as the numerous animations : some exclusive projects , some shows of cosplay, as well as quizzes and other soundtrack/themes karaokes.

GUESTS & EXPOSITIONS

Famous mangaka have exposed their works at our exhibitions, such as *Leiji Matsumoto (Albator)* and *Go Nagai (Grendizer)* who made the trip from Japan.

Eiji OTSUKA, Yoneda KOU and Ryo MIZUNO also attended conferences eand autograph signings.



COSPLAY

In addition to the numerous cosplaying persons circulating in the exhibition, TGS is proposing a 1 hour cosplay show each day on the main stage.



JAPAN 卍



We propose systematically in our exhibitions a space dedicated to the Japanese culture in order to allow our visitors to discover the facets, style and customs of this mysterious country. Numerous animations and many workshops such as calligraphy, origami, ikebana, tea ceremonies, cooking courses, are available to our visitors. Conferences about Japan (yesterday and today) are presented by specialised participants such as artists, authors, bloggers etc.



MANY EXHIBITORS

The Japanese area allows our visitors to discover Japanese culture throughout an area of booths dedicated to a shared passion

PERFORMING ARTISTS :

D , Vanilla Beans , Loverin Tamburin, Imeruat , GANGLION, Natsuko Aso, Pink BABIES, Urbangarde, Ono Ranzan, Taiko KANOUE.





SCI-FI & TV SHOWS



We are all fans of a film or a television series : such is the observation that we have made. The TGS welcomes not only a number of actors from the big sagas : Star Wars, Stargate, Harry Potter, Game of Thrones etc, but also many organisations showing and presenting their passion for the idiosyncrasies of the series such as costumes or replica objects made by the fans or coming directly from the original film sets.



CONFERENCES

Actors, Producers, Screenwriters or even make up artists attend conferences and take questions from the audience.

It's an opportunity to come back on past films shoots but also to learn more about upcoming seasons.

PREMIERES

- 12 Monkeys : European Premiere
- Defiance : French Premiere
- Helix : French Premiere
- IZOMBIE : French Premiere
- KILL JOYS : French Premiere

SIGNINGS

All our artists participate with autographs/photo shoots with our audience

OUR GUESTS ☆



Gillian Anderson



Ernie Hudson



Warwick Davis



Amanda Tapping



Edward J. Olmos



Julian Glover



William B. Davis



James Cosmo



Carmen Argenziano



Peter Williams



Corin Nemec



Michael Shanks



David Nykl



Jimmy J. Louis



Jamie Bamber



Jeremy Bulloch



David Hewlett



Richard Hatch



Tony Amendola



Colin Cunningham



Nicolas Brendon



Cliff Simon



John Rhys-Davies



Kristin Bauer



Kristian Nairn



David Prowse



Sylvester Mccoy



Torri Higginson



Michael Hogan



Daniel Portman



Christopher Judge



Alexandre Astier



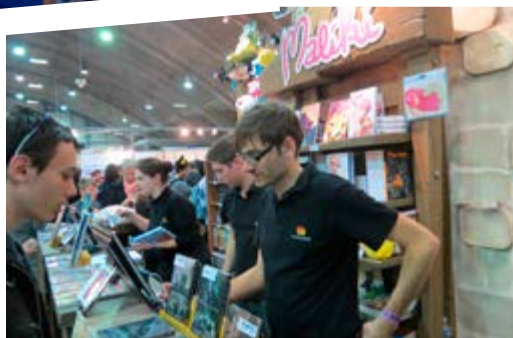
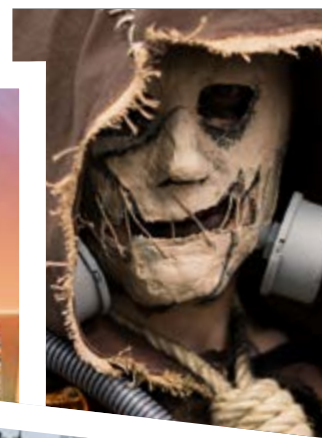
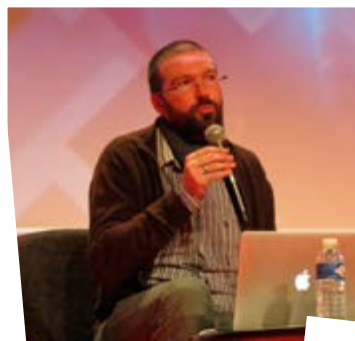
Guillaume Berat

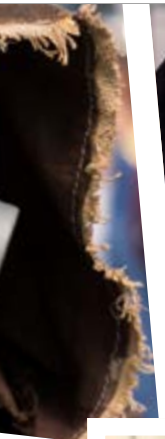
FRENCH ACTORS AND VOICES : :

•Brigitte LECORDIER •Eric LEGRAND •Céline MONSARRAT •Emmanuel CURTIL
•Benoît ALLEMANE •Damien BOISSEAU •Vincent ROPION...



Bo G. DE KERMOAL





WEB CULTURE



YOU TUBERS

Truly stars of the Web, YouTubers have become indispensable over the years, with a target aimed at those from 12 to 24 years.

Today, the YouTube channels are the places where these ultra-active teenagers are able to create celebrities within a few months on the thematics of video games, Mangas, Sport, beauty and humour. The popularity of these famous YouTube creators is overtaking some of the classics well known to the public.



THE WEBSERIES FESTIVAL

The webseries has become an entire separate media.

Equipped with a simple camera or more sophisticated equipment, the most popular productions have been able to reach their public by means of broadcasting on the internet.

The festival welcomes the main francophone webseries.

An independant jury will establish a prize list in each category and choose the winner who will be offered a broadcast distribution from the network partners as well as a video editing station.

Some Webseries outside of the competition are also invited to the exhibition.





The TGS invites its visitors to discover the new technologies such as virtual reality with a presentation of the Oculus Rift , future revolution of the following years, 3D printing, connected objects, etc...

This sector of activity which is in explosive growth, will completely change the habits of, and for future generations. Start ups or large organisation have the possibility to interact with our visitors.



CURRICULUM

TGS is also a curriculum forum with numerous specialized schools (IT, computer graphics) showcasing their curriculums and works.





NINTH ART



*We are all fans of the Comics' Heroes.
With a market in constant progression thanks
to film adaptations, the public is returning en
masse towards its roots and the original media :
books and magazines.*

COMICS

To obtain the autograph from a MARVEL artist is for many enthusiasts a privileged moment. Those international artists who have worked with the more successful licences, give an opportunity for the public to depart not only with an autograph, but also to meet them at the various conferences...

COMIC STRIPS

Comic strips are yet again another style. Many artists are attending our events, in numerous themes such as the « Raving Rabbits », « Universal War One – Two » or even « Maliki » for example. The mixture of styles brings exclusive content and renewed each year through the conferences and/or master classes.

Already participated : Paul RENAUD, JG JONES, Phil BRIONES, Alan DAVIS, Arthur ADAMS, Humberto RAMOS, Barry KITSON, Guile SHARP, Will SIMPSON ...



GAME AREA



BOARD GAMES

A truly social phenomenon, board games are great for spending time with friends and family. TGS offers a board games area where visitors can try out the latest and upcoming releases exclusively. Game of Thrones, Star Wars, Lord of the Rings...

ROLE PLAYING GAMES

Even if they're a niche market, we are proud to offer meetings with RPG editors and initiation games. Our visitors can escape for a moment into another universe in an adventure narrated by a Game Master amongst other players.

CARD GAMES

Pathfinder, The Lord of the Rings, Star Wars, or even Netrunner Android and many others... A space dedicated for players to discover the last add-ons of their favorite trading card games.

MEETINGS

The Audience can meet with creators, illustrators, games publishers, and take autographs during a demonstration game or in conferences.

WHY PARTICIPATE?

VISIBILITY

- ✓ Develop an attraction for your product.
- ✓ Highlight the brand.
- ✓ Boost the image.



© 8 Art global

PROXIMITY

- ✓ Build customer loyalty
- ✓ Create a Buzz
- ✓ Test the attractiveness of your products

PRESENTATION/LAUNCH

- ✓ Present or launch a new product.
- ✓ Obtain a spin off from the press.
- ✓ Touch its core target.



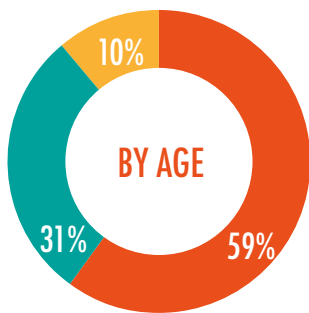
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COMMUNICATION

- ✓ Put your product in the forefront.
- ✓ Generate a feedback direct or indirect.
- ✓ Bind new B2B.relationships



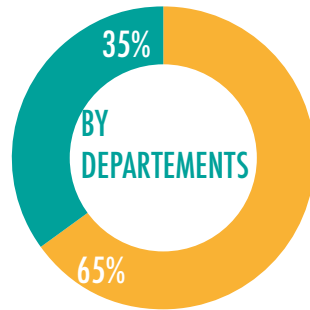
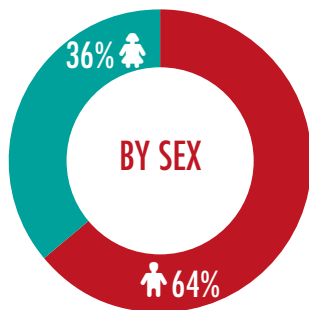
SOME FIGURES



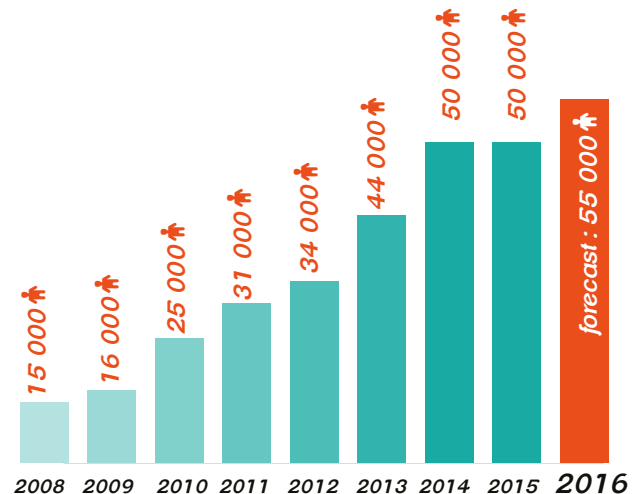
■ - up to 18 years
■ from 18 to 30 years
■ + 30 years

ATTENDANCE

AT THE TOULOUSE GAME SHOW 2015



■ Haute-Garonne
■ Other departments



Statistics : Customers and their evolution during TGS 2015

221 
Exhibitors

 **87%**
of the exhibitors return each year

 **60%**
of the visitors buy their tickets during the pre-sale

 **23 000 m²**
on 5 halls

 **13%**
of the exhibitors come from abroad

 **124€**
An average basket of 124.26 euros

LE PLAN MEDIA

Our media plan continues to evolve and grow each year with massive visibility both locally and nationally.

We communicate using the best urban signage, in the written press as well as on the internet network. TV and radio commercials are also used.



VALUE

+ € 800 000



AUDIENCE

+ 13 000 000



URBAN
SIGNS



400 Billoards
Time : 15 days
Target : 15-35
years
Networks : 4x3,
8m² et 2m²
Métro/Bus/Station

MEDIA COVERAGE



VISIBILITY

2 000 Signs
40 000 Flyers
340 TV Spots
200 Radio Spots
13 Magazines
And newspapers

INTERNET VISIBILITY



SOCIAL NETWORKS

Communication via the social network is paramount.

That is why each of our exhibitions has a dedicated Facebook page and a twitter account. We also offer Google+ accounts as well as a RSS feed directly connected to our dedicated sites. We have, to date more than 26,000 subscribers on our Facebook page, which includes major announcements and other information.

 **26 000 FANS**
FANPAGE TGS

 **4 200 FOLLOWERS**
@TLSGS



 **TGS WEBSITE : 3 MONTHS***
+950K PAGES BROWSED
+300K VISITS

 **+31 000 REGISTERED**
ON OUR TICKET OFFICE

OUR INTERNET SITES

Each of our exhibitions has its own website.

A website is an indispensable element to inform our visitors of the content of the show and give them access to our ticketing. This also acts as a great promotional tool for our partners through the establishment of news, banners, competitions or even layouts for the site.

*from 1st September 2015 to 1st December 2015.

PRESS REVIEWS

PREMIERE

X-Files : Gillian Anderson sera en France en novembre pour le Toulouse Game Show

10/06/2016 19h37

Commentaires 0

Facebook Twitter Google+ LinkedIn



TOULÉCO

Le premier quotidien de l'économie toulousaine

50.000 visiteurs pour le TGS

Mais TGS Événements continue surtout de mettre l'accent sur le Toulouse Game Show, qui se tiendra le 28 et 29 novembre au parc des expositions sur 22.500 m². Si la première édition du salon avait réuni 10.000 visiteurs en 2007, ils étaient 50.000 à se presser l'an dernier dans les allées du salon, un chiffre que l'équipe d'organisation espère encore améliorer. Son modèle économique

Midi-Pyrénées

Toutes les régions

Voir le direct

Gillian Anderson, de la série X-Files, invitée du Toulouse Game Show en novembre 2015

Gillian Anderson en guest star au Toulouse Game Show en novembre 2015. L'actrice américaine a été invitée à la série X-Files, série phare des années 90. Elle était "Dana Scully" la partenaire de David Duchovny alias Fox Mulder.

Par Pascal Legros - Publié le 11/06/2015 à 17:04, mis à jour le 11/06/2015 à 17:12

LA DÉPÊCHE DU MIDI

Le 8e Toulouse Game Show bat tous les records

week-end

50 000 visiteurs attendus au Toulouse game show

SIMON ASTIER : « J'AI DÉCOUVERT LES SUPERHÉROS À TRAVERS TIM BURTON »

Simon Astier, 35 ans, est un jeune homme passionné de cinéma et de jeux vidéo. Il a écrit le scénario et réalisé le film "Les Superhéros" en 2014. Le film a été tourné à Toulouse et a été présenté au Toulouse Game Show. Simon Astier a déclaré : « J'ai découvert les superhéros à travers Tim Burton. C'est un grand plaisir de participer à cet événement et de rencontrer les fans de la culture geek. »

Direct Matin

TOULOUSE GAME SHOW AU CŒUR DE LA CULTURE « GEEK »

Le Toulouse Game Show est un événement annuel qui réunit des milliers de fans de jeux vidéo et de culture geek. Cette année, le salon se tiendra du 28 au 29 novembre au parc des expositions de Toulouse. Les organisateurs espèrent attirer plus de 50 000 visiteurs.

ugh!

TGS : le rendez-vous ultime des fans de culture geek, de mangas et de cosplay

Le Toulouse Game Show est un événement annuel qui réunit des milliers de fans de jeux vidéo et de culture geek. Cette année, le salon se tiendra du 28 au 29 novembre au parc des expositions de Toulouse. Les organisateurs espèrent attirer plus de 50 000 visiteurs.

VOIX DU MIDI TOULOUSE

L'HEBDO QUI PARLE AUX TOULOUSAINS

Nos 8 bonnes raisons de passer en mode geek au Toulouse Game Show (TGS)

metro

Mages et combattants débarquent à Toulouse

Le Toulouse Game Show est un événement annuel qui réunit des milliers de fans de jeux vidéo et de culture geek. Cette année, le salon se tiendra du 28 au 29 novembre au parc des expositions de Toulouse. Les organisateurs espèrent attirer plus de 50 000 visiteurs.

Ils en parlent et bien d'autres encore...

actu Toulouse SUD OUEST ALLOCINE ACTUA BD ToulouScope Animeland COMICBOX LOTUS NOIR Le Parisien Étudiant geek McDonald 20 minutes MANGA-NEWS objectifNEWS

THANKS ♥

We thank all our partners for their support and presence at our events. They offer us always the opportunity to communicate better and propose exceptional animations.

We also thank our logistics partners, who allow us each year to augment the quality of reception for the participants , visitors , invitees and exhibitors..



✓ SAVE YOUR DATE



2016
FEBRUARY
6TH & 7TH



2016
APRIL
9TH & 10TH



2016
OCTOBER
8TH & 9TH



2016
NOVEMBER
26TH & 27TH

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