

TOKYO GAME SHOW 2025

Exhibit Guide



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

Event Name: TOKYO GAME SHOW 2025

Period: September 25 (Thu.) ~ 28 (Sun.)

Business Day: September 25 (Thu.) 10:00-17:00

September 26 (Fri.) 10:00-17:00

Public Day: September 27 (Sat.) 9:30-17:00

September 28 (Sun.) 9:30-16:30

※Opening hours differ between Business Days (Sept. 25&26) and Public Days (Sept. 27&28).

*On Public Days, the opening time may be forward by 30 minutes depending on the situation.

Venue: Makuhari Messe ※Some exhibits and projects are only available through online.

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. Sony Music Solutions Inc.

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Concept and Outline

Continuing on from 2023, TOKYO GAME SHOW 2024 broke records for the number of exhibitors, the number of overseas exhibitors, the number of booths, the number of titles exhibited, and the number of visitors on Business Days. While numbers are not everything when it comes to the success of an event, We believe that the result is down to the fact that many exhibitors and visitors have some kind of interest in TOKYO GAME SHOW. So, what exactly is this “some kind of interest” in TOKYO GAME SHOW? Without a doubt, it is the “multitude of content” that the exhibitors are showcasing at the TOKYO GAME SHOW.

At TOKYO GAME SHOW, you can experience games from all genres, from popular titles to indie games and games created by students. In addition to games, there are also peripheral devices for playing games, game technology, and the technology that supports them, an overwhelming array of content that can meet the needs of everyone from game fans to development and sales professionals will gather at Makuhari Messe. What's more, this content will not only be from Japan, but from all over the world, and it will attract many people. This year's event will be held over four days, from Thursday 25 to Sunday 28 September, and will include Business Days and Public Days.

The Japanese content business is making great strides, and games are becoming a core part of this. Companies that are looking to enter this growing industry will make the content of TOKYO GAME SHOW even bigger. It is TOKYO GAME SHOW Management Office, but the exhibitors, who are the creators who love and are fascinated by games, who can create new games and create smiles for the game fans who are happy and sad about those games. TOKYO GAME SHOW is a place where many smiles from around the world gather. We would be very happy if you would consider exhibiting.

February 2025



TGS2025 Theme

Unlimited, Neverending Playgrounds

遊びきれない、無限の遊び場

无穷玩耍、无限游乐场

遊玩不盡、毫無限制的遊樂場

놀이가 끝이 없는 무한한 놀이터

TGS is a playground where games, creators, and players gather from around the world, and create the future of gaming together.

Transcending age and nationality, it provides a world where all visitors, both adults and children, can encounter more experiences than they can fully explore, enjoy themselves freely, and connect with others.

TGS2025 Outline

Event Name:	TOKYO GAME SHOW 2025
Organizer:	Computer Entertainment Supplier's Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc. Sony Music Solutions Inc.
Period:	September 25(Thu.)~ 28(Sun.) Business Day: September 25 (Thu.) 10:00-17:00 September 26 (Fri.) 10:00-17:00 Public Day: September 27 (Sat.) 9:30-17:00 September 28(Sun.) 9:30-16:30 <small>※Opening hours differ between Business Days(Sept.25&26) and Public Days(Sept.27&28). *On Public Days, the opening time may be forward by 30 minutes depending on the situation.</small>
Venue:	Makuhari Messe Exhibition Hall 1-11, International Conference Hall, Event Hall
Expected Visitors:	250,000
Expected Booths:	2,500 Booth Units

TGS2025 3 Focus Points

1

Making More Efficient Use of Limited Space

In order to accommodate the increasing number of exhibitors year on year, we will implement measures to make more effective use of the exhibition space at Makuhari Messe. We will review the regulations on the number and layout of booths and plan the venue more efficiently. At the same time, we will increase the number of meetings to select booth locations, and respond to the needs of as many exhibitors as possible.



2

Venue Where Anyone Can Walk Safely

As part of our efforts to alleviate congestion, we will be changing the layout and the width of the aisles. We will be widening the aisles in areas that tend to get crowded, and we will also be clarifying the exhibition rules, with the aim of creating a venue that is safe and reassuring for both exhibitors and visitors.



3

A Place for Creating Business Opportunities in the Game Industry

TGS will further strengthen business opportunities such as business matching and seminar content, and provide the largest business opportunity in the Asian game industry. TGS will also create more contact points with indie developers than ever before, and focus on creating future hit makers.



Real (Physical) Exhibit Area

Hall 1-8

General Exhibition Area

4 days

Area features digital entertainment products and services

[Exhibit Products/Services] game software, game console, other game-related products/services

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width x 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

Smartphone Game Area

4 days

Area features smart device game on iOS, Android smartphones, social games on mobile device and PC browser.

[Exhibit Products/Services] smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width X 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

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※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

Gaming Hardware Area

4 days

devices to a wide range of PC game users. This area is designed to deliver hardware and gaming

[Exhibit Products/Services] Gaming PC, Game-related Devices, Control Devices.

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width X 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Real (Physical) Exhibit Area

Hall 9-11

Gaming Lifestyle Area

4 days

For game users, gaming is a way of life. This area proposes game furniture, soundproof rooms, soundproof apartments, and products and services that create a comfortable gaming environment.

[Exhibit Products/Services] Products specialized for gaming lifestyle, products and services that offer a comfortable gaming lifestyle, etc.

● **Regular Booth**
(3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

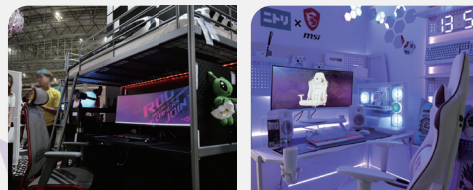
※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● **Turnkey Booth**
(2m in width x 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

AR/VR Area

4 days

Area features AR(Augmented Reality)·VR (Virtual Reality)·MR(Mixed Reality)related game software, hardware

[Exhibit Products/Services] AR/VR/MR-related hardware, related game, development tools and services

● **Regular Booth**
(3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● **Turnkey Booth**
(2m in width x 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

※About the exhibition of VR equipment for amusement game

AR/VR Area and other areas of the TOKYO GAME SHOW are not intended for the exhibition of amusement-only VR equipment. However, devices that can be used with game consoles may be exhibited.



Hall 9-11

eSports Area

4 days

This area exhibits game titles (home video games, smartphone games, PC games), hardware, devices, etc. that are being developed as eSports.

[Exhibit Products/Services] eSports software, gaming PCs, gaming devices, eSports related services, etc.

● **Regular Booth**
(3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

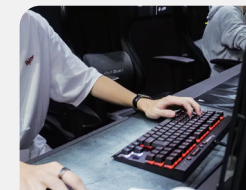
※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● **Turnkey Booth**
(2m in width X 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Real (Physical) Exhibit Area

Hall 9-11

Indie Game Area

4 days

Area for indie game developers and publishers to showcase their completely original games for all platforms.

[Exhibit Products/Services] Completely original indie game software (secondary content cannot be exhibited regardless of whether or not permission is granted)

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Scheme B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width X 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



SELECTED INDIE 80

In order to provide a platform where indie developers (individuals and corporations) can thrive, and to contribute to the growth of the global game industry, we are accepting applications for the "SELECTED INDIE 80" slot, where indie game developers can exhibit for free with the support of our sponsoring companies.

Application period:
Friday, February 21, 2025 - Friday, May 16, 2025
(There will be a selection screening.)

***SELECTED INDIE 80 is open to individuals and companies who have been selected after applying. The selection results will be announced in late May 2025. For details, please refer to "SELECTED INDIE 80 Entry Guide".**



SENSE OF WONDER NIGHT (SOWN) 2025



"Sense of Wonder Night (SOWN)" is a project that aims to discover game ideas that will trigger a "sense of wonder" - a feeling that "everyone will have a sudden realization that their world has changed" - the moment they see it or hear about it, and provides an opportunity for indie game developers to present their work.

In addition to the companies selected for the traditional SELECTED INDIE 80, companies that pay to exhibit in the Indie Game Corner can also apply (excluding online exhibitors).

There will be a selection screening, and the application method and application period will differ. For details, please refer to the "Sense of Wonder Night 2025 Information" page.

The presentations will be held on the second day of the event, Friday, September 26, at Makuhari Messe, and will be broadcast as an official TGS program. On the day, the "Audience Award Grand Prix", "Audience Award Semi-Grand Prix", "Best Technological Game Award", "Best Arts Award", "Best Experimental Game Award", "Best Game Design Award" and "Best Presentation Award" will be awarded after judging.



NEW

Hall 1-8

All Accessibility Area

4 days

This area introduces software, tools and services that allow all people, regardless of age or disability, to enjoy games.

[Exhibit Products/Services] Accessible gaming platforms, adaptive gaming controllers, eye tracking and voice control devices, adaptive game controllers, adaptive joysticks, inclusive game, related products and services, etc.

For details, please refer to the separate document "All Accessibility Area Exhibition Information".



● Regular Booth

(3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Scheme B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth

(2m in width X 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Real (Physical) Exhibit Area

Hall 1-8

Game Academy Area 4 days

Area spotlights game schools for future game developers, research institutes.

[Exhibit Products/Services] high school, game vocational School, university, graduate school, research institutes, etc.

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width x 2m in depth)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Hall 9-11

Merchandise Sales Area 4 days

Area for merchandising of game-related products.

[Exhibit Products/Services] music CD, video products, related hardwares, and game-related merchandises, books, etc.

※Only publishers exhibiting in other sections can sell game software.

※The maximum price limit for products for sale has been removed.

● Regular Booth (3m in width X 3m in depth)

Booth Fee: JPY 440,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

※Turnkey booth scheme does not set at Merchandise Sales Area.

※Exhibit promotions and booth events of game software are not allowed.

※Sales of game software is exclusively allowed for exhibitors who have booths in other areas.

※Merchandise Sales Area is expected to be very crowded. Please be taking consideration the waiting space for visitors in the booth in advance, taking into consider in the booths.

Note: 10% Japanese consumption tax will be added.



BtoB PROGRAM

Hall 1-8

Business Solution Area Business 2 days 4 days

Area featuring for game-related BtoB companies/organizations. This area offers both 2-days and 4-days exhibit day options.

[Exhibit Products/Services] Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions

Regular booths can be exhibited for 2 days on Business Day or 4 days. Turnkey booths are only available for the two Business Days. TGS Forum Sponsorship Sessions are also available as an option. Please refer to Business Solution Area Guide for more detail.

● Regular Booth 2 days 4 days

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※For exhibitors exhibiting only on the two Business Days, move-out time will be approximately two hours after the end of the Business Day. Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

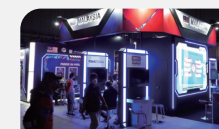
※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width X 2m in depth) 2 days

Exhibition Period: September 25 (Thu.) & 26 (Fri.)
Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.



Real (Physical) Exhibit Area


BtoB PROGRAM

Hall 1-8

AI Technology Pavilion

Area featuring for AI technology showcase within Business Solution Area.

[Exhibit Products/Services] AI development tools/middleware, AI platforms, AI technology vendors, AI content generation tools, character AI solutions, navigation AI, meta AI, AI-PC, other AI technology solutions, etc.

AI Technology Pavilion is a pavilion for companies that provide AI solutions, etc., and is open only on business days within the Business Solution Area. 

● Regular Booth (3m in width X 3m in depth)

Exhibit Period: September 25(Thu.)-26(Fri.)

Booth Fee: JPY 385,000.- per booth (tax incl.)

※The fee is for the space ONLY. Shell Scheme, electrical work, etc. are NOT included.

Shell Scheme: JPY 539,000.- per booth (tax incl.)

※Move-out time will be approximately two hours after the end of the Business Day. Vehicles are not allowed to enter the building during the move-out period. Please be careful when decorating your own booth.

※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

● Turnkey Booth (2m in width X 2m in depth)

Exhibit Period: September 25(Thu.)-26(Fri.)

Booth Fee: JPY 275,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booth per exhibitor.

※For Turnkey Booth, basic decoration is included in the exhibition fee. Please refer to (Guide for Package Booth) for the details of the basic decoration.

Note: 10% Japanese consumption tax will be added.



BtoB PROGRAM

International Conference Hall

Business Meeting Area

TGS sets "Business Meeting Area" where allows for meaningful business discussion in a quiet, calm atmosphere during Business Day at TGS. The area offers to private meeting room booths and basic table space at lower fees.

[Exhibit Products/Services] Game-related BtoB companies/organizations

● Meeting Room Booth

(Closed conference room space is available for one company.)

JPY 660,000.- (tax included)

For exhibitors with booth in other area

JPY 550,000.- (tax included)

※Please ask the OMO if you apply for 4 or more booths.

※Please refer to 「Guide for Package Booth」 for more detail.

● Basic Table Space

(Exclusive table meeting space is available for one company.)

JPY 220,000.- (tax included)

※Please ask the OMO if you apply for 4 or more booths.

※Please refer to 「guide for Package Booth」 for more detail.



Event Hall

Family Game Park

This is an admission-free area where you can enjoy the world of games from the perspectives of both 'learning' and 'playing'. You can exhibit game software and related products that can be safely enjoyed by the whole family.

[Exhibit products/services] Game software aimed at junior high school students and younger (CERO rating B), game software for families, toys, cards and other game-related products, educational content products, etc. Admission to the Family Game Park is limited to junior high school students and younger and their accompanying parents or guardians. Admission is free.

● ASOVIBA! Game Experience Area (2.5m width x 2.5m depth)

1 Booth Unit JPY 275,000.- (tax inclusive)

※For dedicated game experience area booths, basic decoration is included in the exhibition fee. For details of the basic decorations, please refer to the 'Family Game Park Exhibit Guide' (attached).

※If you wish to exhibit in a standard booth (opening 3 m x depth 3 m), please contact the Secretariat.

※It does not include an internet connection, a monitor, a trial platform or a platform. This can be arranged for a separate fee.

※If there are 42 or more booths in other areas, a maximum of two booth spaces (for a maximum of four test stands) will be offered free of charge.

※As a bonus for exhibitors, the Kids' Stage is available free of charge.

● MANABIBA! Career Experience Area (3m width x 3m depth)


1 Booth Unit JPY 385,000.- (tax inclusive)

※Fee is for space only. Basic booth space and electrical work etc. not included.

※Package booths (for a fee) are available at the Secretariat. For details, please refer to the 'Family Game Park Exhibition Guide' (attached).

※Only exhibiting titles and content can be sold in the booths, as well as game software and related products. (However, only products authorised by the Secretariat may be sold.)

※As a bonus for exhibitors, the Kids' Stage is available free of charge.

* For details of each menu, please refer to the attached 'Family Game Park Exhibit Guide'. 



To Contact: Sony Music Solutions Management Office

For Real (Physical) Exhibit at Makuhari Messe①

Exhibit Area

Real(in-person) exhibitors at the TOKYO GAME SHOW can choose to exhibit at the booth for 2 days ONLY (*1) on the Business Days (September 25 [Thu] and 26 [Fri]) or for the entire 4 days (*1). Please note that the schedule and amount of money you can choose depends on the exhibit area and contents. **The exhibition halls will be located throughout Makuhari Messe (Halls 1-11, International Conference Hall, and Event Hall), but the halls may be changed depending on the number of exhibitor applications. The actual layout will be announced at the exhibitor briefing to be held on Thursday, July 8.**

Exhibit Area	Exhibit Area Exhibit Product / Services	Exhibit Day	Booth Type		Merchandising ^{*2}	Exhibition Hall	Remarks for Real (in-person) Exhibit
			Package Booth	Turnkey Booth			
● General Exhibition Area	game software, game console, other game-related products/services	4-Days Exhibit	●	●	×	Hall 1-8	
● Smartphone Game Area	smartphone, tablet, and other hardware, smartphone game, social game, mobile-related device, peripherals, mobile app development tool, solution and services.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● Gaming Hardware Area	gaming PC, Headphone, Controller, Gamepad, Keyboard, Joystick, Other Hardware Devices	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● Gaming Lifestyle Area	indie game ※Please refer to the area detail of exhibit target on page	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● AR/VR Area	AR/VR/MR related hardware, related game software, development environment, related services, etc.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● eSports Area	eSports related game software, gaming PC, gaming device, and e-Sports services	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● Indie Game Area	indie game contents ※Please refer to page 9 for more details.	4-Days Exhibit	●	●	▲*3	Hall 9-11	
● All Accessibility Area	Accessible gaming platforms, adaptive gaming controllers, eye tracking and voice control devices, adaptive game controllers, adaptive joysticks, Inclusive game, related products and services, etc.	4-Days Exhibit	●	●	×	Hall 1-8	
● Game Academy Area	high school, game vocational school, university, graduate school, research institute, etc.	4-Days Exhibit	●	●	×	Hall 1-8	
● Merchandise Sales Area	music CD, video products, related hardwares, and game-related merchandises, books, etc.	4-Days Exhibit	●	—	●	Hall 9-11	
● Business Solution Area	Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions	4-Days or 2-Days Exhibit/ Business Day	●	●	×	Hall 1-8	Turnkey Booth and AI Technology Pavilion exhibitors are available ONLY for Business Day (2-days) exhibit.
● Business Meeting Area	Game-related BtoB companies/organizations that wish to hold business meeting	2-Days Exhibit/Business Day	※	※	×	International Conference Hall	※Please refer to "Business Meeting Area" for more detail.
● Family Game Park	Game software, toys, and related products targeted at junior high school students and younger	2-Day Exhibit (Public Days)	※	※	●	Event Hall	*3 Exhibitors are allowed to sell exhibits, but not related products or goods. In addition, merchandise sales are allowed only in regular booths. Exhibitors in turnkey booths and "SELECTED INDIE 80" exhibitors in Indie Game Area are not allowed to sell merchandise.

*1 Booth exhibits (Regular Booth and Turnkey Booth) include the contents of Online Exhibits.

*2 For booth exhibitors, only sales of newspapers and books are allowed in areas other than Family Game Park "Play Zone", "Selected Indie 80" at Indie Game Area and Business Meeting Area.

*3 Exhibitors are allowed to sell exhibits, but not related products or goods. In addition, merchandise sales are allowed only in regular booths.

Exhibitors in turnkey booths and "SELECTED INDIE 80" exhibitors in Indie Game Area are not allowed to sell merchandise.

Exhibit Booth

There are two types of exhibit booths: Regular Booth and Turnkey Booth. If you choose to exhibit in Regular Booth (3mX3m), ONLY the space is included in the exhibition fee.

If you choose to use Regular Booth, you will be required to prepare your own booth furniture and fixtures or use a package (shell scheme) booth provided by TGS Management Office (additional fee).

If you wish to exhibit in Turnkey Booth, you will be required to use a booth that includes basic decorations prepared by TGS Management Office (including the exhibition fee).

There are restrictions on the size and shape of the booth, so please refer to TGS Exhibition Regulations.



Regular Shell Scheme Booth (3mX3m/Booth)



Turnkey Booth (One Booth: 2mX2m/Specification may change by exhibiting area.)

For Real (Physical) Exhibit at Makuhari Messe②

Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the following “Rules Governing TOKYO GAME SHOW 2025”(page 22).

Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (CESA), as well as Nikkei Business Publications, Inc. and Sony Music Solutions Inc.

CESA Membership Benefits

- ① **Application of member rates:** Special rates for CESA members have been set for the main exhibition plans.
- ② **Application of first-time exhibitor discounts:** If you have not exhibited at TOKYO GAME SHOW before 2024, you will receive a 10% discount on the standard exhibition fee.
- ③ **Priority in selection of booth location and program slot:** Your order of choice will be given priority in the selection meeting for booth location and program slot.
- ④ **Increased number of “exhibitor badges” and “invitation tickets” distributed:** The number of free tickets distributed will be increased compared to non-members.



For inquiries about CESA membership or to apply for membership, please contact admission@cesa.or.jp.

Content Provided to Real Exhibitors

The following contents, services, and functions will be provided to real exhibitors. For details, please refer to “Online Exhibition Guide” on page 15.

- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction page on TGS Official Website. (Information in Japanese, English, Chinese)
- Exhibitors can use TGS Business Matching System provided by TGS with free of charge, which enables exhibitors to make appointments and conduct business meetings with other exhibitors and participants with business purposes (to be recruited separately) in a one-stop service. (Both in real and online).

Rules for Co-Exhibitor

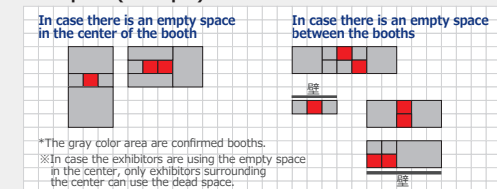
- Companies with 42 or more booths CANNOT apply for a “Co-Exhibitor”.
However, this does not apply to co-exhibitor between companies with capital ties, joint exhibitions by multiple companies, or pavilion exhibitions.
※Companies that can apply for co-exhibitor are subject to the same rules as those that can exhibit at TGS.
- One representative company will apply for a co-exhibitor and act as the contact point.
After providing the representative company with login information, please apply for the companies that will be co-exhibiting using the “Co-exhibiting Application” form.
For details, please refer to the Exhibition Guidelines distributed at Exhibitor Briefing.
- The exhibition fee will be invoiced to the representative company in a single payment.
If companies with different membership categories exhibit together, the exhibition fee will be calculated as follows: The total number of booths divided by the number of companies, multiplied by the booth fee for each membership category.
- If you are exhibiting online, you CANNOT exhibit together with multiple companies.
*For details on joint exhibitions, please see the exhibition guidelines distributed at the exhibitor briefing.

For Real (Physical) Exhibit at Makuhari Messe③

Changes from TGS2024

- The Booth Location Selection Meeting will be held in three sessions. Please note that the schedule will differ depending on the number of booths applied for.
 - ※ If the number of booths requested exceeds the number of booths available, Management Office may have to refuse your application or ask applicant(s) to adjust the number of booths you have requested, so please apply as early as possible. The application deadline is Friday, May 23 for 42 or more booths, and Friday, May 30 for less than 42 booths.
- The payment deadline has been changed from the end of the month. Payment deadline: Friday, July 18, 2025.
- Independent booths are 42 booths or more. As a result, 48 booths have been abolished in booth space format. Since 42 booths or more are 7 booths deep, please apply for booth numbers in multiples of 7 booths.
- When selecting booth locations, if there are multiple exhibitors with the same conditions, the order of selection will be determined by the order in which the applications arrive.
 - ※ For 16 booths or more, the order of selection will be decided by lottery, as it was last year.
- After the selection process, we may sell the dead space (empty booths or the center part of a booth) as a stockroom.
 - ※ Please see the exhibition guidelines distributed at the exhibitor briefing for details.

Dead Space (example)



Priority Order of Booth Location Selection

Booth locations will be decided at Booth Location Selection Meeting, which will be held for each exhibition area. Booth Location Selection Meeting will be held on June 17 (for exhibitors with 42 or more booths), June 24 (for exhibitors with 16 or more but less than 42 booths), and July 8 (for exhibitors with less than 16 booths).

① Exhibitors that applied for 42 booths or more (No adjacent booths)

The exhibitor will select the desired booth location from among the roughly selectable areas prepared in advance by the organizer in the order of the number of booths.

② Exhibitors with less than 42 booths and more than 16 booths (With adjacent booths)

The booth location will be selected in order of the number of booths exhibited, from among the booths prepared in advance by TGS Management Office according to the number of booths.

③ Exhibitors with less than 16 booths (With adjacent booths)

Booth locations will be selected in order of the number of booths exhibited, from among the booths prepared in advance by TGS Management Office according to the number of booths.

※ If there are multiple exhibitors with the same number of booths, the selection order will be as follows.

In Case: ① Exhibitors that applied for 42 booths or more ② Exhibitors with less than 42 booths and more than 16 booths

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2024) and 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 the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be decided by lottery.

※ In the case of an exhibitor applying for 42 or more booth spaces, the organizer will assure the exhibitor of an island configuration (a layout without any adjoining booths).

※ It is not possible to change the number and configurations of booths at Booth Location Selection Meeting.

※ If the number of booths cannot be accommodated at the time of Booth Location Selection Meeting, the number of booths may be adjusted after consultation with TGS Management Office, or the ratio of the length and width of the booth may be changed by converting the number of booths applied for to the same area.

※ To avoid congestion, the layout of booths may be restricted to 42 booths or more per area (1-3, 4-6, 7-8, 9-11). Detailed rules will be shared at Booth Location Selection Meeting.

※ Once you have selected your booth location, you will not be able to change it. However, if another exhibitor cancels or requests an additional booth, you may be able to change your booth location after discussing the matter with TGS Management Office.

※ Please note that the selection method may be changed in advance depending on the application situation. In such cases, TGS Management Office will contact you before Booth Location Selection Meeting.

※ The floor map layout will be released for the first time at the time of the selection meeting. Please note that it will not be shared in advance.

※ If you are applying for less than 42 booths, the maximum number of booths in both the width and depth directions is 7, and the ratio of width to depth must be within 1:2. However, 1 booth in the width direction x 3 booths in the depth direction and 4 booths in the width direction x 8 booths in the depth direction are possible.

※ If exhibitors are applying for more than 42 booths, please apply in multiples of 7 in length. In this case, please make sure that the length is 7 booths. (Exhibitors cannot apply for 48 booths (6 booths in length x 8 booths in width).)

※ Due to the layout of the venue, TGS Management Office may change the shape of booths that are difficult to arrange.

In Case: ③ Exhibitors with less than 16 booths

1. Exhibitors that participated in the preceding Show (TOKYO GAME SHOW 2024) and 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.

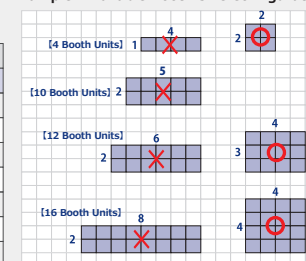
※ If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be determined by the order of application. (Exhibitors with 16 booths or less will NOT be selected by lottery.)

Available Booth Size

Length (m)	Width: (booth units/m)							
	1	2	3	4	5	6	7	8
1(3m)	1	2	3	x	x	x	x	x
2(6m)	2	4	6	8	x	x	x	x
3(9m)	3	6	9	12	15	x	x	x
4(12m)	x	8	12	16	20	24	28	32
5(15m)	x	x	15	20	25	30	35	40
6(18m)	x	x	x	24	30	36	42	x
7(21m)	x	x	x	28	35	42	49	56

※ Maximum length is 7 booth units (21m).

Example: Available Booth Size Configurations



Online Exhibits

※Note: This contents will be posted on the website for visitor promotions, which is scheduled to be released in July 2025.

TGS2025 is looking for exhibitors from companies and organizations that aim to expand BtoB and BtoC information about games. For "Online Exhibitors," each exhibitor can post information on the exhibitor introduction page on the WEB, provide free trial experience, and conduct online business meetings.

Exhibit Area

- General Exhibition
- Smartphone Game Area
- Gaming Hardware Area
- Gaming Lifestyle Area
- AR/VR Area
- eSports Area
- Indie Game Area
- All Accessibility Area
- Game Academy Area
- Merchandise Sales Area
- Business Solution Area
- AI Technology Pavilion (at Business Solution Area)
- Business Meeting Area
- Family Game Park

※TGS2025 has set exhibition categories so that visitors can easily access exhibitor.
 Each exhibitor will be picking appropriate category, but no difference on exhibition menu between different categories.
 ※Each exhibitor with one exhibit ONLY in the same category. Multiple exhibits will be available with different exhibit applications.
 No co-exhibitor can be joined at TGS2025. Online exhibitors may not exhibit together with more than one company.
 ※CERO (Computer Entertainment Rating Organization) Z titles must obey the guideline of "CESA Game Software Advertisement Guideline" for "Over 18" rating.
<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the following "Rules Governing TOKYO GAME SHOW 2025"(page 22).

Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (CESA), as well as Nikkei Business Publications, Inc. and Sony Music Solutions Inc.

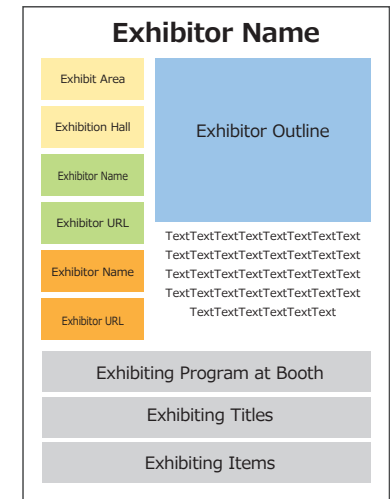
Content Provided to Online Exhibitors

The following contents, services, and functions will be provided to online exhibitors.

- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction page on TGS Official Website.
- Exhibitors can use TGS Business Matching System provided by TGS with free of charge, which enables exhibitors to make appointments and conduct business meetings with other exhibitors and participants with business purposes (to be recruited separately) in a one-stop service.

Exhibit Fee
JPY 275,000
 (tax inclusive)

TGS Official Website
 Exhibitor's Introduction Page (Image)



Contents & Functions of Exhibitor's Introduction Page (Planned)

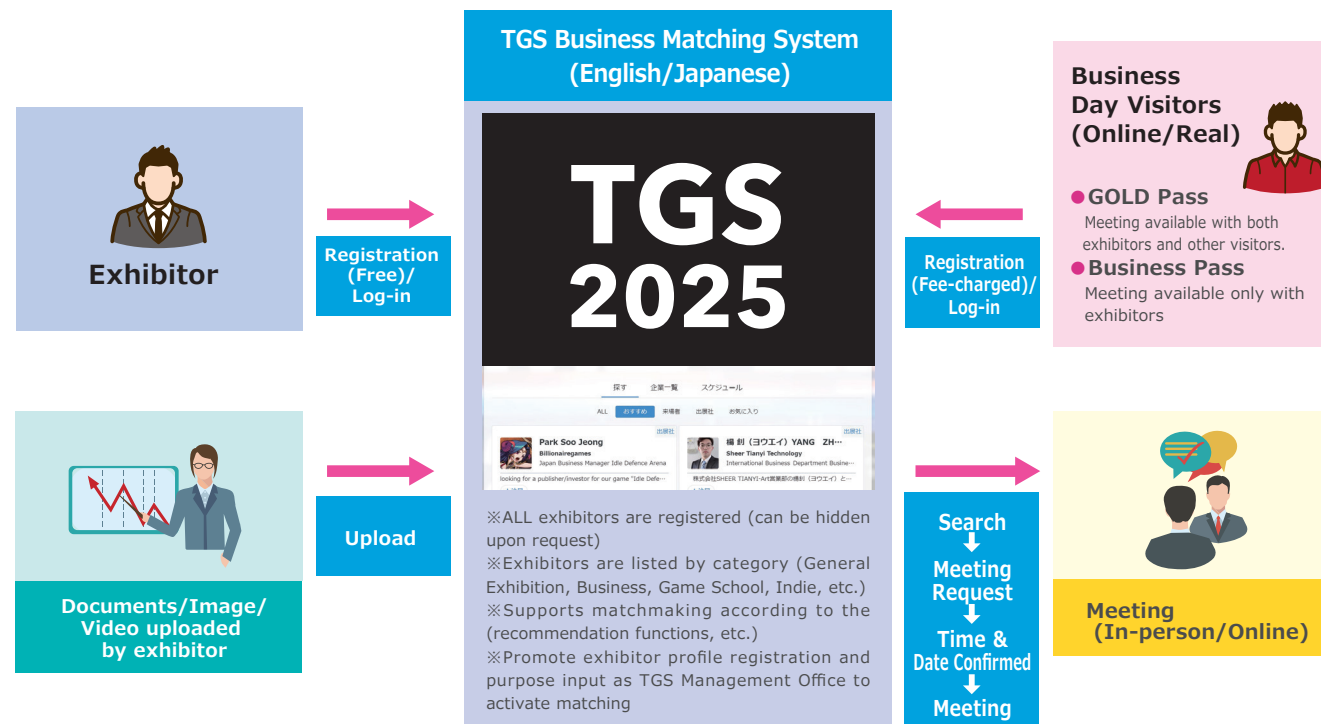
※The content of the exhibitor introduction page image is purely for illustrative purposes. The page layout and content will not change, but the design may be changed to match the actual site design.

- exhibitor logos or images of games, products, services, etc.
- Logo and Image (Game Play, etc.)
- Introduction Text
- Web Link (Exhibitor's Website, Movie Link, Special Site, EC Site, SNS, etc.)

TGS Business Matching System

Available from Friday, August 9 2025 (planned)

TGS2025 operates a business matching system (business meeting appointment system) that all exhibitors can use free of charge in order to revitalize the game industry and encourage its globalization. This system will provide a one-stop service for everything from business meeting requests to meetings during TGS. In addition to exhibitors, business visitors (including online participants) will also be registered, allowing business meetings not only between exhibitors, but also between exhibitors and business visitors. This is a hybrid system that enables both real venue and online appointments for business meetings. This system will also be used by many overseas exhibitors/visitors. A number of global business meetings will also be held. The business matching system is scheduled to be in operation from Friday, August 8, and can be set up as a business meeting date from Thursday, September 25 to Sunday, September 28.



TGS Forum Sponsorship Session

TGS Forum, a seminar program focusing on the latest trends and business developments in the game industry, will be held during Business Days of TOKYO GAME SHOW. A two-day "Sponsorship Session" slot will also be available for exhibitors to present their products, services, and technologies to industry professionals. TGS Forum at the real venue will be broadcast live, and archived for a limited time as well.

Two types of session slots are available, with different numbers of seats and speaking times.

Regular Session <R> ※ Available Slot: 5 ※ Eligibility: TGS2025 Physical Exhibitor ONLY	<ul style="list-style-type: none"> ■ Session Time : 60min <small>Live streaming and archived streaming (September 27 - October 10) will be available.</small> ■ Capacity : 120pax ■ Sponsorship Fee : JPY 1,320,000 (tax inclusive)
Short Session <S> ※ Available Slot: 8 ※ Eligibility: TGS2025 Physical Exhibitor ONLY	<ul style="list-style-type: none"> ■ Session Time : 30min <small>Live streaming and archived streaming (September 27 - October 10) will be available.</small> ■ Capacity : 60pax ■ Sponsorship Fee : JPY 880,000 (tax inclusive)

(Note) Sponsorship Sessions are a sponsorship menu limited to real exhibitors at TGS2025. Separate booth exhibits and business meeting area exhibits are required. Attendance at TGS Forum real venues, live broadcasts, and archived broadcasts is limited to business day visitors.

■ Conference Schedule(Planned)

<R> :Regular Session (60 min.) <S> : Short Session(30 min.)、<A> : Commercial Video The start time of each session is subject to change.

	10am	11am	Noon	1pm	2pm	3pm	4pm
Sept. 25(Thu.)							
Regular 120 pax	A	TGS Organizer's Session		A	R1	A	R2
Short 60 pax	A	S1	A	S2	A	S3	A
				A	S4	A	S5
					A	S6	A
						A	S7
Sept. 26(Fri.)							
Regular 120 pax	A	TGS Organizer's Session		A	R3	A	R4
Short 60 pax	A	S8	A	S9	A	S10	A
				A	S11	A	S12
					A	S13	A
						A	S14

 For details, please refer to "TGS Forum Sponsorship Session/Sponsorship Plan Information". **Closing Date: Friday, June 20, 2025**

Advertising Menu

◆ Video Advertisement

Video advertisements can be distributed before the start of the organizer's sessions and sponsor sessions. (Maximum Slot: 22)

<Target Audience>
Physical venue and online session viewers

<Video Data Format>
30 sec. /MP4
Closing Date for Material Submission: September 12 (Fri.)

■ Advertising Fee : JPY330,000 (tax inclusive)
※ Available Slot:4

Other Organizer's Projects/ Exhibit & Sponsorship Plans ①

● Special Sponsorship

TGS2025 has a variety of options available, including exhibition booths in the exhibition area, event stage slots, official guide map advertising slots, and official website banners. We will also make various proposals to meet your needs, even for measures that are not included in the basic menu plan. We will make proposals with a full menu in four levels: Platinum, Gold, Silver, and Bronze.

 ※Please refer to “Guide to Special Sponsorship” for more detail.

● “CREATOR LOUNGE” Sponsorship

Influencers popular not only in Japan but also overseas will gather at TOKYO GAME SHOW again this year. Influencers will enter from the business day and disseminate information through distribution and SNS.

At the Creator Lounge, which will serve as their base, we have prepared sponsorship plans that will allow a wide range of companies, from game publishers to non-game-related companies, to promote and advertise their products, equipment, and services for creators.

 ※Please refer to “Guide to Creator Lounge” for more detail.

● Indie Game Developer Supporting Project 「SELECTED INDIE 80」

Selected Indie 80” aims to provide a platform for indie developers to flourish and contribute to the growth of the global gaming industry. The program allows indie game developers to exhibit with free of charge. This project is made possible through the support of the sponsor. Sponsors will receive a variety of benefits, including logo display, exhibition space, and use of meeting tables.

 ※Please refer to “Indie Game Project Sponsorship Plan Information” for more detail.

● International Party

On the evening of the second Business Day (September 26), TGS2025 will hold a networking party for domestic and international exhibitors, members of the press, and Business Day Gold Pass holders to exchange business ideas. (Location:TBA)


● Game distribution platform for PC: “Steam” TGS Special Page

A special page dedicated to TGS2025 will be opened on the PC game distribution platform “STEAM”, displaying TGS exhibitors' titles distributed on Steam by category such as “game genre” to induce visitors to the STEAM sales page.

Other Organizer's Projects/ Exhibit & Sponsorship Plans ②


● Advertising Menu/Special Sponsorship (Fee-Charged)

TGS offers a plan for signage and banner advertising on real traffic lines inside and outside the venue, as well as on online traffic lines. TGS2024 also have a special sponsorship menu that allows non-gaming related companies to promote their products at TGS2024. Plan using these services in conjunction with your exhibit.

 ※For details, please refer to the attached "TGS2025 Advertising and Sponsorship Guide".


● TGS2025 Visitor Promotion Website: Online Advertisement

The official website (visitor promotion site) to be launched in July 2025 will be a base for disseminating information on all aspects of the Tokyo Game Show that general visitors are looking for. We have prepared a promotional plan that will enable you to appeal directly to game fans, article tie-ups, and advertising for various banners. This is a sponsorship plan that will also be widely publicized to general companies other than those related to games.

 ※For details, please refer to the attached "Online Advertising Guide".


● Official Online Program

TGS2025 will be broadcasting in conjunction with the official program, as a place for each exhibitor to promote their new titles, etc. In addition, the programs will prepare a 24-hour slot for the official program, utilizing distribution platforms in each country from a global perspective.

 ※For details, please refer to the attached "Official Program Guide".

● Event Stage

At TOKYO GAME SHOW 2025, we will be holding the event stage at hall 1, as we did last year. We will be holding a four-day program of events, including keynote speeches, the Japan Game Awards ceremony, and a variety of other events planned by the sponsors, as well as events featuring celebrities and corporate-sponsored stages. We also have effective sponsorship plans available, such as set packages with official program.

 ※For details, please refer to the attached "Event Stage Guide".

● Food Court Sponsorship

There will be a food court in three locations: South Area at Hall 4・5・6, South Area at Hall 9, and in the Family Game Park. This year, we are also planning to collaborate with game publishers on food projects and PR, and we are considering many measures to attract as many customers as possible. There are also sponsorship plans that allow for various promotions within this food court.

 ※For details, please refer to the attached "Food Court Sponsorship Guide".

Other Organizer's Projects/ Exhibit & Sponsorship Plans ③

● Cosplay Area Sponsorship

At TOKYO GAME SHOW, where many cosplayers gather to color the venue each year, the East and West areas of Hall 9 will be opened as cosplay areas again this year. In this area, which attracts more than 2,000 cosplayers and many other participants, we will introduce our first sponsorship project, which includes in-venue promotions and the development of promotions that make use of the high affinity with SNS.



※For details, please refer to the attached "Cosplay Area Sponsorship Guide".

● TGS Official Guide Map Advertising

TOKYO GAME SHOW Official Guide Map is making a comeback. A total of 220,000 copies will be printed in Japanese and English. The guide map, which many visitors will pick up, will not only include booth location information, but also event stage information, food court information, and other TGS content, making it the most-used tool during the event. We will be offering a limited number of advertising spaces in this guide map, so please consider advertising with us.



※For details, please refer to the attached "Guide Map Advertising Guide".

In addition, TGS2025 is planning various projects. Will be posting as soon as possible on TGS official website and email blasting.

Press Services for Exhibitors

● Media Partner System

TGS2025 has introduced a media partner system. In addition to influential game media from each country and region that have been screened by the secretariat, from this year we will also be adding general media and business media (web media, video media, magazine media), and we will continue to disseminate high-quality news and articles about TGS and exhibitors to a diverse range of user groups. As TGS Press Office may receive inquiries from the media for individual interviews with exhibitors, we would appreciate your cooperation in providing information about the person in charge of public relations and their contact details. If a media partner or other member of the press wishes to interview an exhibitor, we will provide the contact details of the person in charge you have registered.

● Press Release Distribution Service (Free)

TGS will distribute your company's press releases and invitations to the press free of charge to the approximately 2,500 domestic and 1,600 overseas media outlets registered with TGS. Please use this service to attract media coverage and disseminate information in advance. This service is limited to two companies per day.

※First-come, first-served.

※Please provide us with the complete package of the title and text, as we will be sending the email to the media outlets that have registered with us.

※If you would like to distribute it overseas, please provide the complete package with the title and text in English.

Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the show according to the following "Rules Governing TOKYO GAME SHOW 2025" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and Sony Music Solutions Inc. (hereinafter collectively referred to as "Co-organizers").

Rules Governing TOKYO GAME SHOW 2025

■ Management Office

Management Office is the operating secretariat of TOKYO GAME SHOW 2025 (hereinafter to as "SHOW") organized by the Organizer and Co-organizers of the SHOW.

■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and Management Office pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or Management Office deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and Management Office both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and Management Office shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or Management Office for the full amount of any damages incurred.

■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies that provide game software, game products, and related services that are in line with the purpose of the exhibition as determined by Management Office, as well as other businesses and organizations approved by Management Office, and Management Office reserves the right to determine whether or not the exhibited software, game products, and related services are in line with the purpose of the SHOW.

■ Execution of Contract

Management Office will receive applications for SHOW from business entities and organizations wishing to exhibit, and after examining the contents of the application, will issue a notice of acceptance of the application for SHOW, and this will be taken as the completion of the conclusion of the exhibition contract between Management Office and the exhibitor.

■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

- ① All exhibits (including items for sale) at the real exhibition venue and online must conform to the Computer Entertainment Software Ethics Code (hereafter referred to as the "CESA Ethics Code") of the Computer Entertainment Supplier's Association, the event organizer. Online sales of items related to software that violates the CESA Ethics Code (such as character goods) are also prohibited. For more information on the CESA Ethics Code, please see the website (<https://www.cesa.or.jp>).
- ② The promotion of consumer game software and related products and services, and the sale of related goods, are the main principles.
 - * Please refer to the restrictions on exhibit categories for game software.
 - * The sale of software and related products at Family Game Park is limited to those with a CERO rating of "B" or lower, or those classified as "Educational/Database." For information on CERO rating system, please refer to the website (<https://www.cero.gr.jp/>).
- ③ Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with Management Office in advance.

■ Restrictions of Exhibit Categories

Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.

※ Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.

※ In addition, exhibitors in Hall 9, 10 and 11 (Smartphone Game, AR/VR, e-Sports, Gaming Hardware, Gaming Lifestyle, Indie *Selected Indie 80 exhibitors excepted) and exhibitors in Family Game Park regular booths can sell their exhibits in their booths in the same way as Merchandise Sales Area.

• If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.

• Events (such as talk shows and photo sessions) cannot be held in the game experience corner at the Family Game Park.

• If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with Management Office in advance.

■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by Management Office.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and Management Office determine that a booth is in violation of this rule, Management Office will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel an exhibition, and each exhibitor must follow Management Office instructions regardless pre and ongoing exhibition periods.
- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. Management Office 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 Management Office's determination.
- (5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of Management Office.
•Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by Management Office in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- (7) All exhibits and decorations shall be removed on the same day during the removal time specified by Management Office in the exhibition guidelines.
- (8) It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- (9) Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

■ Exhibitor Name

Exhibitors acknowledge that Management Office may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

■ Determination of Booth Location at Real Venue (except at Family Game Park)

•The location of each booth will be decided at the booth location selection meeting, which will be held for each exhibition area. Booth Location Selection Meeting will be held in three sessions: for exhibitors with 42 or more booths (in a shape with no adjacent booths), for exhibitors with less than 42 booths but 16 or more booths (in a shape with adjacent booths), and for exhibitors with less than 16 booths (in a shape with adjacent booths).

Exhibitors with 42 or more booths (without adjacent booths): Tuesday, June 17, 2025

Exhibitors with less than 42 booths but 16 or more booths (with adjacent booths): Tuesday, June 24, 2025

Exhibitors with less than 16 booths (with adjacent booths): Tuesday, July 8, 2025

•Method of Booth Location Selection

① Exhibitors with 42 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the general selection areas prepared in advance by Management Office.

② Exhibitors with less than 42 booths but 16 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the selection areas prepared in advance by Management Office.

In the case of multiple exhibitors with the same number of booths applying for ① or ②, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)
2. Exhibitors who have exhibited at the SHOW before and applied after the deadline for applications
3. Exhibitors who have not exhibited at the SHOW before and applied by the deadline for applications
4. Exhibitors who have not exhibited at the show before and applied after the deadline for applications

※If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be decided by lottery.

③ Exhibitors with less than 16 booths

Exhibitors will select their preferred booth location from among the booths prepared in advance by the secretariat according to the number of booths they have applied for, in order of the number of booths they have applied for. If there are multiple exhibitors with the same number of booths, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)
2. Exhibitors who have exhibited at the previous show and applied after the deadline for applications for exhibitors
3. Exhibitors who have not exhibited at the previous show and applied by the deadline for applications for exhibitors
4. Exhibitors who have not exhibited at the previous show and applied after the deadline for applications for exhibitors

- ※If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be determined by the order of application. (There will be no lottery for exhibitors with 16 booths or less.
- ※Exhibitors with 42 or more booths will be allocated island booths (booths with no adjacent booths).
- ※The number of booths and booth shape cannot be changed at the booth location selection meeting.
- ※If the number of booths cannot be accommodated at the booth location selection meeting, the number of booths may be adjusted after consultation with Management Office, or the booth shape may be changed by converting the number of booths applied for to the same area and changing the ratio of length to width.
- ※In order to alleviate congestion, the number of booths in each area (Halls 1-3, 4-6, 7-8, 9-11) may be limited to 42 booths or fewer. The detailed rules will be shared at the Booth Location Selection Meeting.
- ※Booth locations cannot be changed after the booth location selection meeting. However, in the event of a cancellation by another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with Management Office.
- ※The selection method may be changed in advance depending on the application status. In this case, the secretariat will contact you before the booth location selection meeting.
- ※The floor map will be available for the first time at the time of the selection meeting . Please note that they will not be shared in advance.

■ Shape of the Booth Space

- The shape of the booth space (booth depth, ___ and booth width, ___) should be applied for by placing whole numbers in the appropriate spaces.
 - For less than 42 booths: The maximum number of booth spaces is 7 in both vertically and horizontally, with an aspect ratio of 1:2 or less. However, exhibitors are allowed to have 3 booths (1 in depth x 3 in width) or 32 booths (4 in depth x 8 in width).
 - For 42 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth .
- If you are applying for more than 42 booths, please apply in multiples of 7. In this case, please make sure that the length is 7 booths (you cannot apply for 48 booths (6 booths long x 8 booths wide)).
- To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

■ Family Game Park Booth Location Decision

- Booth locations will be decided at the booth location selection meeting held for each exhibition area. Family Game Park exhibitors: Tuesday, July 8, 2025
- Selection Method
- <Game Experience Area Exhibitors>
 - ①Paid Exhibitors
 - Exhibitors will select their preferred booth location from among the booths prepared in advance by the secretariat, in order of the number of booths they are exhibiting.
 - ②Exhibitors with free exhibition (exhibiting in other corners with 42 or more booths)
 - From among the booths prepared in advance by the secretariat, exhibitors will select the booth location of their choice in order of the number of booths, excluding the booth location selected in ①.
- <Booths in the Job Experience Area>
 - ③From among the booths prepared in advance by the secretariat, exhibitors will select the booth location of their choice in order of the number of booths.
 - If there are multiple exhibitors with the same number of booths when selecting ①, ②, and ③, the order of selection will be as follows.
 1. Exhibitors who have exhibited at the previous event (Family Game Park 2024) and who have applied by the application deadline (this means exhibitors whose application forms have arrived at the secretariat by the application deadline)
 2. Exhibitors who have exhibited at the previous event and who have applied after the application deadline
 3. Exhibitors who have not exhibited at the previous show and who have applied by the application deadline
 4. Exhibitors who have not exhibited at the previous show and who have applied after the application deadline
 - *If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, a lottery will be held to determine the order of selection.
 - *Once the booth location has been selected, it cannot be changed. However, if there are reasons such as the cancellation of another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with the secretariat.
 - *Depending on the application situation, the selection method may be changed in advance. In this case, the secretariat will contact you before the booth location selection meeting.
 - *The booth layout will be released for the first time at the booth location selection meeting. Please note that it will not be shared in advance.
- <Kids Stage Time Slots>
 - Exhibitors will select their preferred time slot from the time slots prepared in advance by the secretariat, in the following order of preference
 - ① Exhibitors in the Job Experience Area
 - ② Exhibitors in the Game Experience Area (paid exhibitors)
 - ③ Exhibitors in the Kids Stage only (stage event exhibitors)
 - However, if an exhibitor in the Kids Stage only (stage event exhibitors) has more than 4 time slots, their selection order will be moved up.
 - When selecting exhibitors for ①, ② and ③, priority will be given to exhibitors with a larger number of booths. If there are multiple exhibitors with the same number of booths, the selection order will be as follows
 1. Exhibitors who have exhibited at the previous event (Family Game Park 2024) and who have applied by the application deadline (this means exhibitors whose application form has arrived at the secretariat by the application deadline)
 2. Exhibitors who have exhibited at the previous event and who have applied after the application deadline
 3. Exhibitors who have not exhibited at the previous show and who applied by the deadline for applications
 4. Exhibitors who have not exhibited at the previous show and who applied after the deadline for applications

■ Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by Management Office.
2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.
3. For production methods of a video program with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel or to change an exhibition.
4. Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.
5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by Management Office that determines the above items have violated.
6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of Management Office.

■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of Management Office.

■ Application and Payment Due

- ①Please apply from TGS official website.
- ②Upon receiving the application form, the OMO (Overseas Management Office that office is the contact point with exhibitors from overseas) will issue an invoice for the exhibition fee.
- ③Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
- ④You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
- ⑤If the payment has not been made by the due date, your application will be cancelled forcibly, and the cancellation fee will be charged based on the cancellation policy.
- ⑥Please be noted that the exhibitor will be allowed to exhibit at TGS only after the organizer has confirmed the payment of the exhibition fee.

■ Cancellation of Exhibition Application

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify Management Office in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from OMO.
[Cancellation fee for Real (Physical) exhibit]
 - From May 31 (Sat.) to June 16 (Mon.), 2025 / 50% of Exhibition Fee
 - After June 17 (Mon.), 2025 / 100% of Exhibition Fee[Cancellation fee for Online exhibitors]
 - From May 31 (Sat.) to July 8 (Tue.), 2025 / 50% of Exhibition Fee
 - After July 9 (Wed.), 2025 / 100% of Exhibition Fee

■ Liability for Damages

- (1) Management Office shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.
- (2) Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, Management Office shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- (3) Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of Management Office, and Management Office shall not bear all costs for any reason. Management Office is not obligated to pay for any cost.
- (4) The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- (5) Management Office shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6) Due to the epidemic and spread of various types of virus and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, Management Office may cancel or postpone all or part of this exhibition, request a change in its contents. Management Office will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
- (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that Management Office cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).



■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

■ Statistics

Management Office shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, Management Office will not provide the said access information, obtained as a result of the above, to Exhibitors.

■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, Management Office will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, Management Office will not refund exhibit fees already paid. Management Office shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunamis, flooding, landslides, lightning, explosions, fire, etc.)
4. Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
5. Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
6. Spread of infectious diseases (including bacterial infections and viral infections etc.)
7. Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials.)
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to the OMO that are not included in the preceding items



■ **Sharing of Personal Information among Nikkei BP**

Nikkei BP, as the primary acquirer of personal information for TOKYO GAME SHOW 2025, will comply with laws and other regulations regarding the protection of personal information and will acquire personal information as follows.

The submitted information will be provided to the Computer Entertainment Supplier's Association (CESA), the organizer of TOKYO GAME SHOW 2025, and Sony Music Solutions, the co-organizer. After the information is provided to the third party, it will be managed under the responsibility of each company and may be used to send various types of information (e-mail, direct mail, surveys, etc.) directly to the customer.

Nikkei Business Publications, Inc. will comply with laws and other regulations concerning the protection of personal information and will collect personal information as follows.

Nikkei BP's privacy policy and personal information data acquisition
<https://www.nikkeibp.co.jp/english/privacy/index.html>

CESA's privacy policy
<https://www.cesa.or.jp/privacy-policy/index-en.html>

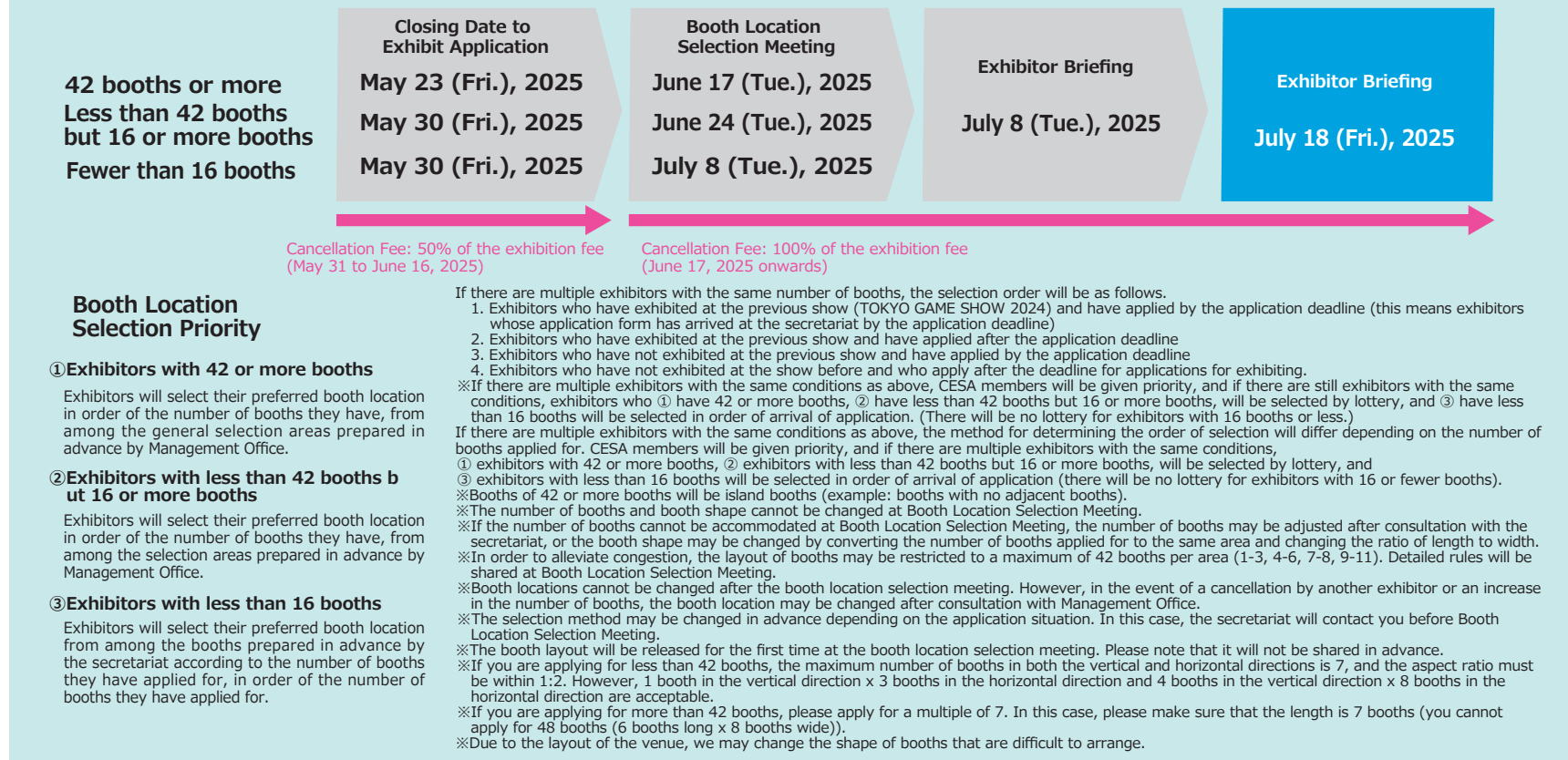
Sony Music Solutions's explanation of personal data acquisition
https://www.sonymusicolutions.co.jp/s/smsen/page/company_privacy

Schedule to Exhibit

● Procedure to Exhibit



● Real Exhibit Application·Booth Location Selection·Payment Schedule



● Online Exhibit Application·Payment Schedule



To Contact

TGS Overseas Management Office (OMO) **[E-mail] tgs@congre.co.jp**

For Mainland China:

c/o Shanghai Lizhi Business Information Consulting Service Center

Phone: +86-156-9213-4311

E-mail: xue.hui@rich-event.link

WeChat: xuehui481765

For Taiwan:

c/o Service Industry Promotion Center

Taiwan External Trade Development Council (TAITRA)

Phone: +886-2-2725-5200 ext 1945

E-mail: xtine@taitra.org.tw

Sony Music Solutions (SMS) Tokyo Game Show Secretariat

Real Exhibit

Email: tgs-fgp@sms-office.jp

•Family Game Park

•Family Game Park Sponsorship

[Other Program]

•Special Sponsorship •CreatorLoungeSponsorship •FoodCourtSponsorship

•Cosplay Area Sponsorship •OfficialProgram •EventStage •Online_Advertising

•GuideMap_Advertisement

*Please check document on each program for details as the contact points for the above programs are different.

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

To exhibit TGS2025,

Click the "To Apply" button for TGS2025 exhibit submission (<https://tgs.cesa.or.jp/en/>)