

TOKYO GAME SHOW 2026

Exhibit Guide



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

Event Name: TOKYO GAME SHOW 2026

Period: September 17(Thu.)~ 21(Mon./National Holiday)

Business Day: September 17 (Thu.) 10:00 am - 5:00 pm

September 18 (Fri.) 10:00 am - 5:00 pm

Public Day: September 19 (Sat.) 9:30 am - 5:00 pm

September 20(Sun.) 9:30 am - 5:00 pm

September 21(Mon.) 9:30 am - 4:00 pm

※Opening hours differ between Business Days(Sept.17&18) and Public Days(Sept.19&20&21).

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

Venue: Makuhari Messe Exhibition Hall 1-11, International Conference Hall, TKP Tokyo Bay Makuhari Hall

※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.

Updated: February 10, 2026

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Concept and Outline

TOKYO GAME SHOW has always been bustling with visitors on both Business Day and Public Day.

However, when asked whether all attendees were satisfied, we cannot answer with a 100% “YES.”

There are various factors, one of which is “creating opportunities for visitors to try out games.”

While Business Day attendance has been increasing annually, Public Day sometimes see nearly 100,000 visitors per day.

In today's game industry marketing, opportunities to have players try out developed titles in real-world settings are extremely valuable and crucial. They are indispensable for considering future sales forecasts and development activities.

and is indispensable for forecasting future sales and planning development activities.

Therefore, TOKYO GAME SHOW 2026 will add one more Public Day, extending the event to a record five days.

While reducing congestion is one consideration, we aim to create an event schedule that allows as many attendees as possible to enjoy TOKYO GAME SHOW. We strive to enhance satisfaction for gaming fans worldwide, improve visitor services, and establish TOKYO GAME SHOW as a more valuable event for both global industry professionals and gaming enthusiasts.

We are also considering introducing new ticket options for both Business Day and Public Day,

striving to make TOKYO GAME SHOW a more valuable event for industry professionals and fans globally.

While we anticipate nearly 300,000 visitors this year, TOKYO GAME SHOW remains fundamentally an event platform.

Its content is undeniably shaped by our exhibitors. No matter how many people attend, the event's value is halved without rich content.

This year, we will continue our diverse promotional efforts both domestically and internationally.

TOKYO GAME SHOW will work as one to deliver a wide variety of content from around the world to you.

We sincerely hope you will consider exhibiting.

February 2026

The Longest Five Days of Nonstop Play

史上最長、遊びづくしの5DAYS

史上最長，尽情暢玩的5天

史上最長，盡情暢玩的5天

사상 최장, 게임으로 가득한 5일간

Tokyo Game Show is stepping into a new stage this year.

A place where games and people from around the world come together —to play, connect, and imagine the future beyond age and borders.

In 2026, the stage expands to the longest run in TGS history:
five full days.

With more games, more energy, and a bigger scale than ever before,
a show where you can fully immerse yourself in games is about to begin.

TGS2026 Outline

Event Name:

TOKYO GAME SHOW 2026

Organizer:

Computer Entertainment Supplier's Association (CESA)

Co-Organizer:

Nikkei Business Publications, Inc. Sony Music Solutions Inc.

Period:

September 17(Thu.)~ 21(Mon./National Holiday)

Business Day: September 17 (Thu.) 10:00 am - 5:00 pm

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Public Day: September 19 (Sat.) 9:30 am - 5:00 pm

September 20(Sun.) 9:30 am - 5:00 pm

September 21(Mon./National Holiday) 9:30 am - 4:00 pm

※Opening hours differ between Business Days(Sept.17&18) and Public Days(Sept.19&20&21).

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

Venue:

Makuhari Messe Exhibition Hall 1-11, International Conference Hall, TKP Tokyo Bay Makuhari Hall

Expected Visitors:

300,000

Expected Booths:

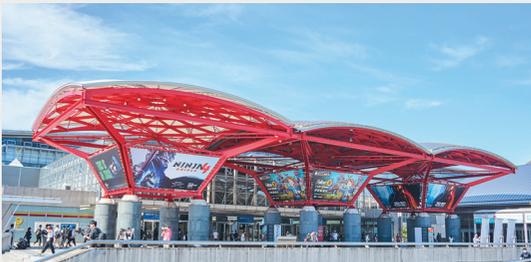
3,500 Booth Units

TGS2026 3 Focus Points

1

First-Ever 5-Day Event

This year marks the first time TOKYO GAME SHOW will run for five days. While the public days have always been packed with visitors throughout the day, the number of playable titles available has been limited. By adding an extra Public Day, we will alleviate crowding and create an environment where more visitors can enjoy TOKYO GAME SHOW more than ever before.



2

New Tickets to Enhance Visitor Satisfaction

Starting in 2026, we will introduce new ticket options for both Business Day and Public Day. By offering tickets with added services designed to enhance visitor satisfaction within our limited venue infrastructure, we will further elevate the value of TOKYO GAME SHOW.



3

Moving Toward a More Globally Conscious Event

While TOKYO GAME SHOW has long welcomed many overseas exhibitors and attendees, we will further strengthen our promotional efforts. We will add new cities to our overseas exhibitor briefings, participate in game and entertainment events beyond TOKYO GAME SHOW, launch new campaigns, and solidify TGS's position as the global event, building on its foundation in Asia.



Call For Exhibition Areas

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 17 [Thu.] and 18 [Fri.]) or for the entire 5 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),TKP Tokyo Bay Makuhari 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 Wednesday, July 8.

Exhibit Area	Exhibit Products / 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	5-Days Exhibit	●	—	×	Hall 1-8	
● Smartphone Game Area	smartphone, tablet, and other hardware, smartphone game, mobile-related device, peripherals, mobile app development tool, solution and services.	5-Days Exhibit	●	—	▲ ^{*3}	Hall 9-11	
● Gaming Hardware Area	gaming PC, Headphone, Controller, Gamepad, Keyboard, Joystick, Other Hardware Devices	5-Days Exhibit	●	—	▲ ^{*3}	Hall 9-11	
● Gaming Lifestyle Area	Products and services specializing in gaming lifestyles, offering solutions for comfortable gaming experiences.	5-Days Exhibit	●	—	▲ ^{*3}	Hall 9-11	
● AR/VR Area	AR/VR/MR related hardware, related game software, development environment, related services, etc.	5-Days Exhibit	●	—	▲ ^{*3}	Hall 9-11	
● eSports Area	eSports related game software, gaming PC, gaming device, and e-Sports services	5-Days Exhibit	●	—	▲ ^{*3}	Hall 9-11	
● Game Academy Area	high school, game vocational school, university, graduate school, research institute, etc.	5-Days Exhibit	●	●	×	Hall 1-8	
● 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.	5-Days Exhibit	●	●	▲ ^{*3}	Hall 9-11	
● Indie Game Area	indie game contents ※Please refer to page 9 for more details.	5-Days Exhibit	●	●	▲ ^{*3}	Hall 9-11	
● Merchandise Sales Area	music CD, video products, related hardwares, and game-related merchandises, books, etc.	5-Days Exhibit	●	—	● ^{*3}	Hall 9-11	※please refer to the separate document "Merchandise Sales Area Exhibition Guidelines."
● Business Solution Area	Game-related services, localized services, middleware, outsourcing services, cloud/data center, and other BtoB solutions	5-Days or 2-Days Exhibit/ Business Day	●	●	×	Hall 9-11	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 merchandise intended for elementary and junior high school students and younger	Public 3-day exhibition only	※	※	●	TKP Tokyo Bay Makuhari Hall	As the package booths differ, please refer to the "Family Game Park Guide."

*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 "ASOVIVA !", "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

Starting in 2026, more areas will no longer offer Turnkey Booth options.

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.)

Real (Physical) Exhibit Area



- The exhibition period has been extended from 4 days to 5 days.
- The exhibition fees have been revised.
- The following areas on this page are only available for standard booth unit (3m X 3m).

General Exhibition Area

5 days

Hall 1-8

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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



Smartphone Game Area

5 days

Hall 9-11

Area features smart device game

[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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



Gaming Hardware Area

5 days

Hall 9-11

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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



Gaming Lifestyle Area

5 days

Hall 9-11

For game users, gaming is a way of life. This area proposes gaming 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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



AR/VR Area

5 days

Hall 9-11

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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



※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.

eSports Area

5 days

Hall 9-11

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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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".



Real (Physical) Exhibit Area



- The exhibition period has been extended from 4 days to 5 days.
- The exhibition fees have been revised.

Hall 1-8

Game Academy Area 5 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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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 330,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booths 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

All Accessibility Area 5 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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- per booth (tax incl.)

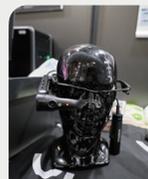
※The above shell scheme rate is based on Shell Schem B Plan. For more detail, please refer to "Guide for Package Booth".

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

Booth Fee: JPY 330,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booths 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

Indie Game Area 5 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 440,000.- per booth (tax incl.)

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

Shell Scheme: JPY 605,000.- 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 330,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booths 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:
Tuesday, February 10, 2026 - Thursday, April 30, 2026,
5:00 pm *JST (There will be a selection screening.)

※Starting with TGS2026, exhibitors will be able to select their booth location in the order of application entry. However, booth location selection will be limited to the top 40 companies (planned). Additionally, for game exhibitions requiring non-standard space, special exhibition formats (e.g., VR games), or cases where wiring constraints necessitate fixed booth locations, TGS Management Office will determine the booth location. Booth locations for the 40 companies that applied later will also be determined by TGS Management Office.

Exhibitors selected for SELECTED INDIE 80 will be automatically entered into SOWN2026.*For details, please refer to the "SELECTED INDIE 80 Information".



SENSE OF WONDER NIGHT (SOWN) 2026



"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.

SOWN2026 is open to companies that have been selected for SELECTED INDIE 80, as well as companies wishing to exhibit in the Indie Game Area with paid fee (excluding online exhibitors).*For details regarding selection, application methods, and application periods, please refer to the "Sense of Wonder Night 2026 Information"

The presentation will be held on Thursday, September 17, the first day of the event, at Makuhari Messe. Footage of the presentation will be archived and made available as part of the TGS official program on Friday, September 18, the second day of the event.



Hall 9-11

Merchandise Sales Area 5 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.



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

Booth Fee: JPY 495,000.- 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.

Note: Certain restrictions apply, such as the inability to conduct non-sales exhibitions, promotions, or events within booths.

For details, please refer to the separate document "Merchandise Sales Area Exhibition Guidelines."



Real (Physical) Exhibit Area



- The exhibition period has been extended from 4 days to 5 days.
- The exhibition fees have been revised.

BtoB PROGRAM

Business Hall 9-11

Business Solution Area 2 days 5 days

Area featuring for game-related BtoB companies/organizations. This area offers both 2-days and 5-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 5 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 5 days

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

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

Shell Scheme: JPY 605,000.- 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 2 days (2m in width X 2m in depth)

Exhibition Period: September 17 (Thu.)-18 (Fri.)

Booth Fee: JPY 330,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booths 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.



BtoB PROGRAM

Business Hall 9-11

AI Technology Pavilion 2 days

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) 2 days

Exhibit Period: September 17(Thu.)-18(Fri.)

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

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

Shell Scheme: JPY 605,000.- 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) 2 days

Exhibition Period: September 17(Thu.)-18(Fri.)

Booth Fee: JPY 330,000.- per booth (tax incl.)

※Turnkey booths can be connected to maximum of 3 booths 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.



BtoB PROGRAM

Business International Conference Hall

Business Meeting Area 2 days

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 715,000.- (tax incl.)

For exhibitors with booth in other area

JPY 605,000.- (tax incl.)

※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 incl.)

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

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



Family Game Park 3 days

Public Day TKP Tokyo Bay Makuhari Hall

This free-admission area offers a unique opportunity to enjoy games from both learning and play perspectives. Family-friendly game titles and related products that can be enjoyed safely by all ages are welcome.

[Exhibit products/services] Game software rated below CERO B, family-oriented game software, toys, cards, and other game-related products, educational content products, etc.
 *Only junior high school students and younger, along with their accompanying guardians, may enter the Family Game Park. Admission is free.

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

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

※For dedicated booths in the game experience area, basic decorations are included in the exhibition fee. For details on the basic decorations, please refer to the "Family Game Park Exhibition & Sponsorship Guide" (separate document).

※If you wish to exhibit in a standard booth (3m in width x 3m in depth), please consult the secretariat.

※Internet connection, monitors, demo stations, and platforms are not included. These can be arranged separately for an additional fee.

※If you have 42 or more booths in other sections, we will provide up to 2 booths (equivalent to a maximum of 4 demo stations) free of charge.

※As a benefit for exhibiting, the Kids Stage can be used free of charge.

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

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

※This fee covers the space only. Basic booth setup, electrical work, etc., are not included.

The secretariat has prepared package booths (Additional fee required). For details, please refer to the "Family Game Park Exhibition & Sponsorship Guide" (separate document).

※Game software and related products may be sold within the booth space, limited to the title and content of the exhibit. (However, only products approved by the organizing committee are permitted.)

※As a benefit for exhibiting, the Kids Stage can be used free of charge.

※For details on each menu, please refer to the separate document "Family Game Park Exhibition & Sponsorship Guide".



To Contact: Sony Music Solutions Management Office

For Real (Physical) Exhibit at Makuhari Messe①

Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the following “Rules Governing TOKYO GAME SHOW 2026”(page 18).

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 2026, 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.**

※Please make sure to apply for CESA membership by March 31 (Tue.), 2026, if you wish to receive CESA member benefits at TGS2026.

Content Provided to Real Exhibitors

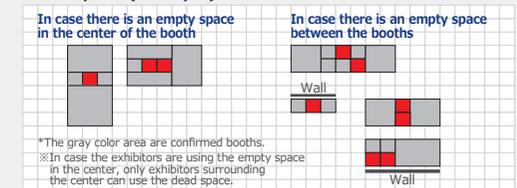
The following contents, services, and functions will be provided to real exhibitors. For an image of the exhibitor introduction page, please refer to “Online Exhibition Guide” on page 13.

- Exhibitor names will be listed on the “Exhibitor Booths” page. Links to each company's website will also be provided from the “Exhibitor Booths” page.
- Exhibitor introduction pages will be available in both Japanese and English versions (each exhibitor will provide their own Japanese and English information for publication).
- 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).

NOTE

- **Please note that the application deadline varies depending on the number of booths you plan to exhibit.**
- 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 applications exceeds the anticipated booth capacity, we may decline applications or request adjustments to booth numbers.
 - ※The schedule is subject to change on the number of booths applied for. Please check the schedule on page 23.
- Payment Deadline: Friday, July 17, 2026.
- 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, if the conditions are the same.
- After the selection process, we may sell the dead space (empty booths or the center part of a booth) as a stockroom.
- Please note that the application deadline varies depending on the exhibition content and last year's exhibit.
- Exhibitors cannot participate for the purpose of job placement services or recruiting, nor can they exhibit tabletop card games or other board games. TGS Management Office will review exhibition content. Please understand that participation may be declined based on the nature of the exhibition.
- Vehicle restrictions apply to trucks exceeding 40 feet in length. ※For details, please refer to Exhibitor Manual distributed at the Exhibitor Briefing.
- **The exhibition title must be entered at a later date. Please note that you will not be able to exhibit if it remains blank.**
 - ※Exhibitors without a gaming title must also submit an application stating this fact.
 - ※Please see the exhibitor manual distributed at the exhibitor briefing for details.

Dead Space (example)



For Real (Physical) Exhibit at Makuhari Messe②

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 country/region pavilions 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 exhibitor manual 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 exhibitor manual distributed at the exhibitor briefing.

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 9 (for exhibitors with 42 or more booths), June 22 (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 who apply by the application deadline and have exhibited at the previous event (TOKYO GAME SHOW 2025) (This refers to exhibitors who have completed their application via the application form by the application deadline)
 2. Exhibitors who apply by the application deadline and have no prior exhibition history
 3. Exhibitors who apply after the application deadline and have prior exhibition history
 4. Exhibitors who apply after the application deadline and have no prior exhibition history
- ※ 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 Case: ③ Exhibitors with less than 16 booths

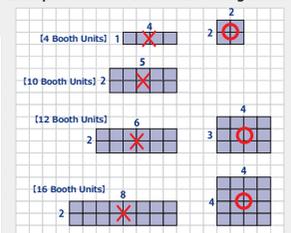
1. Exhibitors who apply by the application deadline and have exhibited at the previous event (TOKYO GAME SHOW 2025) (This refers to exhibitors who have completed their application via the application form by the application deadline)
 2. Exhibitors who apply by the application deadline and have no prior exhibition history
 3. Exhibitors who apply after the application deadline and have prior exhibition history
 4. Exhibitors who apply after the application deadline and have no prior exhibition history
- ※ 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 is no lottery for the exhibitors with 16 booths or less.)

- ※ 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 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, there are restrictions on the exhibit shape. Please refer to the table on the right.
- ※ 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.
- ※ For details on the selection process for the Family Game Park, please refer to the “Guide to the Family Game Park.”

Length: (booth units/m)	Width: (booth units/m)							
	1 (3m)	2 (6m)	3 (9m)	4 (12m)	5 (15m)	6 (18m)	7 (21m)	8 (24m)
1(3m)	1	2	3	×	×	×	×	×
2(6m)	2	4	6	8	×	×	×	×
3(9m)	3	6	9	12	×	×	×	×
4(12m)	×	8	12	16	20	24	28	×
5(15m)	×	×	×	20	25	30	35	×
6(18m)	×	×	×	24	30	36	42	×
7(21m)	×	×	×	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 2026.

TGS2026 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 Area
- Smartphone Game Area
- Gaming Hardware Area
- Gaming Lifestyle Area
- AR/VR Area
- eSports Area
- Game Academy Area
- All Accessibility Area
- Indie Game Area
- Merchandise Sales Area
- Business Solution Area
- AI Technology Pavilion (at Business Solution Area)
- Business Meeting Area
- Family Game Park

※TGS2026 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.

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 2026"(page 18).

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.

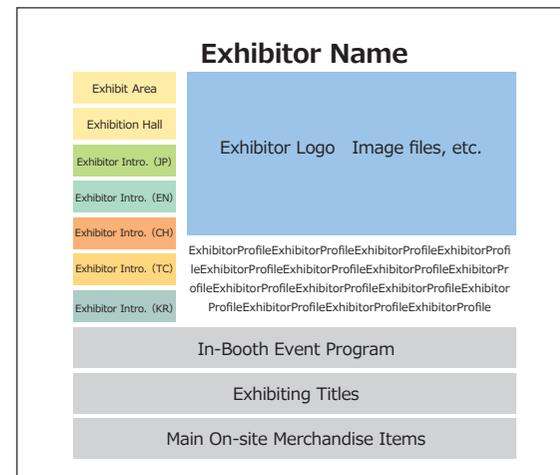
- The name of the exhibitor will be posted on the "Exhibitor List (Online Exhibition Venue)" page on TGS Official Website and a link to the introduction page will be provided from the "Exhibitor List (Online Exhibition Venue)" page.
- TGS provides both Japanese and English versions of the exhibitor introduction 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 incl.)

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.
- Introduction Text
- Exhibitor Area Tag Settings
- Web Link (Exhibitor's Website, Movie Link, Special Site, EC Site, SNS, etc.)

TGS Business Matching System

Available from Friday, August 7, 2026 (planned)

TGS2026 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 7, and can be set up as a business meeting date from Thursday, September 17 to Monday, September 21.



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 <SR>

※Available Slot: 5
 ※Eligibility: TGS2026 Physical Exhibitor ONLY

■ Session Time : 60min
 ■ Capacity : 120pax
 ■ Sponsorship Fee : JPY 1,320,000 (tax incl.)

Live streaming and archived streaming (September 19 - October 2) will be available.

●100 Complimentary Business Day Pre-Registration Code

Short Session <SS>

※Available Slot: 14
 ※Eligibility: TGS2026 Physical Exhibitor ONLY

■ Session Time : 30min
 ■ Capacity : 60pax
 ■ Sponsorship Fee : JPY 880,000 (tax incl.)

Live streaming and archived streaming (September 19 - October 2) will be available.

●50 Complimentary Business Day Pre-Registration Code

(Note) Sponsorship Sessions are a sponsorship menu limited to physical exhibitors at TGS2026. 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)

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

Sept. 17(Thu.)	10am	11am	Noon	1pm	2pm	3pm	4pm							
Regular 120 pax	A	TGS Organizer's Session		A	SR-12	A	SR-14							
Short 60 pax	A	SS-10	A	SS-11	A	SS-12	A	SS-13	A	SS-14	A	SS-15	A	SS-16
Sept. 18(Fri.)	10am	11am	Noon	1pm	2pm	3pm	4pm							
Regular 120 pax	A	TGS Organizer's Session		A	SR-22	A	SR-24	A	SR-25					
Short 60 pax	A	SS-20	A	SS-21	A	SS-22	A	SS-23	A	SS-24	A	SS-25	A	SS-26



For details, please refer to "TGS Forum Sponsorship Session/Sponsorship Plan Information". Closing Date: Friday, June 12, 2026

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 4 (Fri.)

■ Advertising Fee : JPY330,000

※Limited to 4 Companies (tax incl.)

Other Organizer's Projects/ Exhibit & Sponsorship Plans ①

To Contact/To Inquiry

Sony Music Solutions

● Special Sponsorship

We offer a comprehensive menu across four tiers—Platinum, Gold, Silver, and Bronze—including exhibition booths, event stage slots, official map advertising space, and official website banners. We also welcome inquiries for customized proposals beyond our standard menu plans to meet your specific needs. Please consider your options and contact us for further details.



※Please refer to "Special Sponsorship Guide" for more detail.

● Family Game Park Sponsorship

The Family Game Park, open only to children in junior high school or younger and their accompanying guardians, will be held for three days coinciding with the TGS public days. We plan to offer various programs for parents and children to participate in together, including a trial play corner and a career experience corner. We have prepared a sponsorship plan that allows for PR targeting families, so please consider it.



※For details, please refer to the "Family Game Park Exhibition & Sponsorship Guide".

● Creator Lounge Sponsorship

As last year, numerous influencers from Japan and abroad will gather at Tokyo Game Show. Throughout both the business days and public days, influencers will share information via livestreams, social media, and other platforms. At the Creator Lounge, serving as their base, we offer sponsorship plans that enable outreach to creators. These plans are available not only to game publishers but also to a wide range of non-game-related companies.



※Please refer to "Creator Lounge Sponsorship Guide" 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.



※For details, please refer to "Indie Game Project Sponsorship Plan Information" for more detail.

● International Party

On the evening of the second Business Day (September 18), TGS2026 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 TGS2026 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.

● 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. TGS2026 also have a special sponsorship menu that allows non-gaming related companies to promote their products at TGS2026.

Plan using these services in conjunction with your exhibit.



※For details, please refer to the attached "TGS2026 Advertising and Sponsorship Guide".

● Visitor Recruitment Site: Online Advertising

The official website launching in July (visitor recruitment site) will serve as an information hub packed with all the details general attendees seek about Tokyo Game Show. We have prepared promotional plans enabling direct appeal to game fans, including article tie-ups and various banner ad placements. We encourage you to consider these opportunities.



※For details, please refer to the "Visitor Recruitment Site: Online Advertising Guide".

● Official Program

As a platform for exhibitors to promote new titles and more, we will stream the event stage during the show in conjunction with the official program. We also have a dedicated slot starting at 6 PM on the day before the show.

We will stream globally across a total of eight platforms, including YouTube, X, and Twitch.



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

Other Organizer's Projects/ Exhibit & Sponsorship Plans ②

●Event Stage

Following last year's success, we will once again host the event stage in Hall 1. Featuring keynote speeches, Japan Game Awards: Future Division Awards Ceremony, diverse organizer-planned events, talent-driven programs, and corporate-sponsored stages, we will energize the five-day program.

In addition to package plans bundled with official programs, we also offer a variety of optional plans. We invite you to consider these opportunities.

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

●Food Court Sponsorship & Advertising

Food courts will be set up at three locations: the South Outdoor Area near Halls 4-6, the South Outdoor Area near Hall 9, and the Family Game Park venue.

We offer diverse sponsorship and advertising plans utilizing these food court areas, which sell over 50,000 meals. We encourage you to consider these opportunities.

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

●Cosplay Area Sponsorship & Advertising

At the Tokyo Game Show, where many cosplayers gather, we will open two areas—the East Area and West Area of Halls 9-10—as designated cosplay zones. With over 1,000 cosplayers and numerous participants expected daily in these areas, we offer sponsorship opportunities for promotional activities and advertising space within the zones. We invite you to consider these options.

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

●Official Map Advertising

The official guide map distributed at the venue will be printed in two separate Japanese and English editions, with a total of 300,000 copies (planned).The official guide map, picked up by many attendees, features not only exhibitor booths but also event stage locations, food courts, and other TGS content information, making it the most frequently used tool during the event.

Additionally, we will introduce a new advertising menu within the digital map implemented on the official website (visitor recruitment site).Both options are available for a limited number of slots, so we encourage you to consider them.

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

●Official Operations Staff T-shirt

For TGS2026, we are seeking sponsors for the "Official Operations Staff," who will be responsible for visitor guidance and other on-site operations.This sponsorship opportunity serves as an effective promotional tool to broadly and powerfully communicate your company's brand image to all event attendees.

 ※For details, please refer to the "Official Operations Staff T-shirt Guide".

**We are also planning various other initiatives.
 We will announce details on our website
 as soon as they are finalized.**

Exhibitor Public Relations Services

●Media Partner Program

The Tokyo Game Show has introduced a Media Partner Program. In addition to influential game media outlets from various countries and regions vetted by the organizing committee, we include general media and business-oriented media (web media, video media, magazine media) to disseminate news and articles about TGS and exhibitors to diverse user groups.

Media Partners receive early access to official press releases and dedicated press rooms within the venue, enabling them to actively disseminate TGS information.

●Press Release Distribution Service

We provide complimentary distribution services for exhibitors' press releases and media invitation letters to approximately 2,500 domestic and 1,600 international media outlets registered with TGS.

Please utilize this service for attracting media coverage and disseminating information in advance.

- ※Limited to two companies per day on a first-come, first-served basis.
- ※If you wish to distribute to overseas media, please prepare English materials. Provide the title and body text in English as a complete package.
- ※As this is an email distribution to media outlets with press registration, please provide the title and body text as a complete package.

●Media Inquiries

The TGS Public Relations Office may receive individual interview requests for exhibitors. We kindly request your cooperation in providing contact information, such as the designated contact person responsible for handling inquiries.

Should media partners or other press representatives request interviews with exhibitors, we will connect them with the registered contact person.

Rules Governing TOKYO GAME SHOW 2026

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2026" (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 2026

■ Management Office

Management Office is the operating secretariat of TOKYO GAME SHOW 2026 (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.
 - * At Family Game Park, the software and related products that have been rated "A (all ages)" or "Educational/Database" by the CERO rating system are limited to those that have been approved. For more information about the 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 and Business Solution Area exhibitors are 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 area "ASOVIVA!" or the career experience area "MANAVIVA!" within 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, TKP Tokyo Bay Makuhari Hall)

- (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 9, 2026

Exhibitors with less than 42 booths but 16 or more booths (with adjacent booths): Monday, June 22, 2026

Exhibitors with less than 16 booths (with adjacent booths): Wednesday, July 8, 2026

•Application Deadline

①42 booths or more: Friday, May 8, 2026 ※JST(UTC+9): 23:59

※Exhibitors with a 2025 exhibition record (including co-exhibitors) will have priority booth allocation if they apply by Friday, May 8, 2026 regardless of booth count.

②Less than 42 booths: Friday, May 22, 2026 ※JST(UTC+9): 23:59

•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 apply by the application deadline and have exhibited at the previous event (TOKYO GAME SHOW (meaning exhibitors who complete their application via the application form by the application deadline))
2. Exhibitors who apply by the application deadline and have no prior exhibition history
3. Exhibitors who apply after the application deadline and have prior exhibition history
4. Exhibitors who apply after the application deadline and have no prior exhibition history

※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.

③Exhibitors 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 apply by the application deadline and have exhibited at the previous event (TOKYO GAME SHOW 2025) (meaning exhibitors who complete their application via the application form by the application deadline)
2. Exhibitors who apply by the application deadline and have no prior exhibition history
3. Exhibitors who apply after the application deadline and have prior exhibition history
4. Exhibitors who apply after the application deadline and have no prior exhibition history

※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, Management Office 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 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.

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

■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.

■Prohibition of Exhibits, Presentations, and Advertisements for Recruitment Purposes

Exhibits, presentations, and advertisements for job placement services or recruitment purposes are prohibited.

■Failure to Submit Exhibition Titles

When exhibiting a game title, you must submit the exhibition title to the organizing committee. Please note that if failure to submit an exhibition title is discovered, that title cannot be displayed.

In addition to the withdrawal of that title's exhibition, restrictions on exhibiting at TOKYO GAME SHOW 2027 onwards may apply.

For details, please refer to the "Exhibitors Manual" scheduled for distribution at the exhibitor briefing session in July.

■Application and Payment Due

① The date of the exhibition contract shall be the date of completion of the exhibition contract.

② After the date of the exhibition contract, Management Office shall issue an invoice to the exhibitor, and the exhibitor shall transfer the exhibition fee to the bank account designated by Management Office by the payment due date stated on the invoice. The transfer fee for this transaction will be borne by the exhibitor. If payment is not confirmed by the payment due date, Management Office may cancel the contract for the exhibition.

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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.

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■ 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 Management Office.

[Cancellation fee for Real (Physical) exhibit]

- From May 23 (Sat.) to June 8 (Mon.), 2026 / 50% of Exhibition Fee
- After June 9 (Tue.), 2026 / 100% of Exhibition Fee

[Cancellation fee for Online exhibitors]

- From May 23 (Sat.) to July 8 (Wed.), 2026 / 50% of Exhibition Fee
- After July 9 (Thu.), 2026 / 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 Management Office 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 2026, 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 2026, 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 BP Personal Information Protection Policy

<https://www.nikkeibp.co.jp/english/privacy/index.html>

Nikkei BP Privacy Policy

<https://www.nikkeibp.co.jp/atcl/corporate/privacy/>

《Third-Party Recipients》

CESA Privacy Policy

<https://www.cesa.or.jp/privacy-policy/>

Sony Music Solutions Privacy Policy

https://www.sonymusicsolutions.co.jp/s/smsen/page/company_privacy_old?ima=2108

Schedule to Exhibit

Procedure to Exhibit

Click the "To Apply" button for TGS2026 (<https://tgs.cesa.or.jp/en/>)

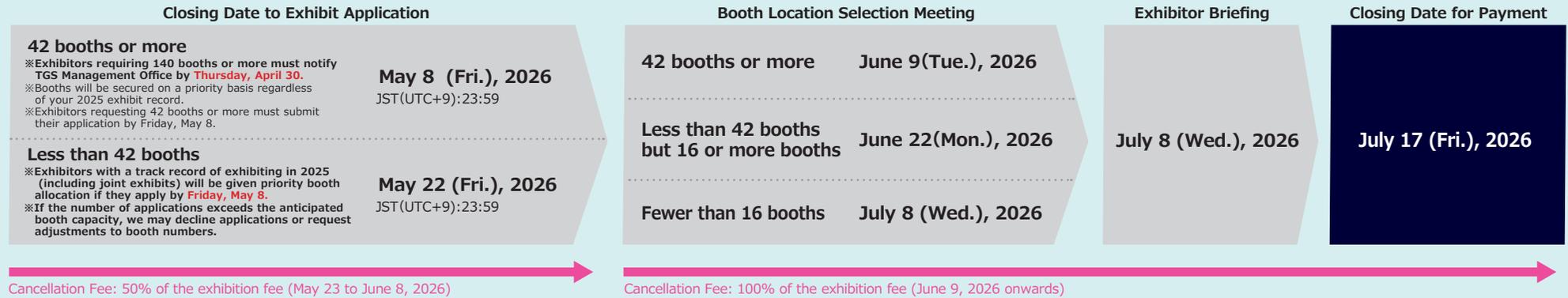
Fill out the Exhibitor Application Form

Will receive an auto-reply email.

Confirmation of application by TGS Management Office

Will receive an email notification of acceptance of exhibit application

● Real Exhibit Application · Booth Location Selection Meeting · Payment Schedule



Booth Location Selection Priority

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.

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 apply by the application deadline and have exhibited at the previous event (TOKYO GAME SHOW 2025) (This refers to exhibitors who have completed their application via the application form by the application deadline)
2. Exhibitors who apply by the application deadline and have no prior exhibition history
3. Exhibitors who apply after the application deadline and have prior exhibition history
4. Exhibitors who apply after the application deadline and have no prior exhibition history

※If there are multiple exhibitors with the same conditions as above, the method for determining the order of selection will differ depending on the number of booths applied for. CESA members will be given priority, and if there are multiple exhibitors with the same conditions.

- ① exhibitors with 42 or more booths, ② exhibitors with less than 42 booths but 16 or more booths, will be selected by lottery, and
- ③ exhibitors with less than 16 booths will be selected in order of arrival of application (there will be no lottery for exhibitors with 16 or fewer booths).

※Booths of 42 or more booths will be island booths (example: booths with no adjacent booths).

※The number of booths and booth shape cannot be changed at Booth Location Selection Meeting.

※If the number of booths cannot be accommodated at Booth Location Selection Meeting, the number of booths may be adjusted after consultation with the 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 layout of booths may be restricted to a maximum of 42 booths per area (1-3, 4-6, 7-8, 9-11). Detailed rules will be shared at 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 situation. In this case, the Management Office will contact you before 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.

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

※If you are applying for more than 42 booths, please apply for a multiple 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)).

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

● Online Exhibit Application · Payment Schedule

Closing Date to Exhibit Application **May 22 (Fri.), 2026**
 JST(UTC+9):23:59

Exhibitor Briefing **July 8 (Wed.), 2026**

Closing Date for Payment **July 17 (Fri.), 2026**

Cancellation Fee: 50% of the exhibition fee(May 23 to July 8, 2026)

Cancellation Fee: 100% of the exhibition fee(July 9, 2026 onwards)

Schedule for Family Game Park Exhibition

Exhibition Application Procedure



Real Exhibition Schedule (TKP Tokyo Bay Makuhari Hall)



※If the number of applications exceeds the planned number of booths, we may decline applications or request an adjustment to the number of booths.

Priority Order for Booth Location Selection

■ MANAVIVA!・ASOVIVA!

The Secretariat will select your preferred booth location from the pre-assigned booths based on the following order of priority:

- ① Exhibitors with paid booths
- ② Exhibitors with multiple booths
- ③ Exhibitors with prior participation (Family Game Park 2025)
- ④ Exhibitors who applied by the application deadline
- ⑤ CESA member exhibitors
- ⑥ Order of application

- ※Booth locations will be selected in accordance with the priority order listed above.
- ※If multiple exhibitors have the same number of booths, priority will be determined based on the order above.
- ※If all conditions are identical, the selection order will be decided by lottery.
- ※Booth locations cannot be changed once selected. However, changes may be considered upon consultation with the secretariat in the event of cancellations by other exhibitors or the availability of additional booths.
- ※The selection method may be subject to change depending on the application status. In such cases, the secretariat will notify exhibitors in advance of the booth location selection meeting.
- ※The booth layout will be disclosed for the first time at the selection meeting and will not be shared in advance.

■ Kids Stage

From the time slots prepared in advance by the Secretariat, exhibitors will select their preferred time slot based on the following order of priority:

- ① Paid Exhibitors
- ② Family Game Park Sponsors
- ③ MANAVIVA! Area Exhibitors
- ④ ASOVIVA! Area Exhibitors
- ⑤ Kids Stage-only Exhibitors
- ⑥ Order of application

- ※Time slot selection will be conducted in accordance with the priority order listed above.
- ※Exhibitors with the same priority ranking or a greater number of exhibition slots will be given priority.
- ※If multiple exhibitors meet the same conditions, the Secretariat will determine the selection order based on factors such as previous exhibition history and application timing.
- ※Exhibitors participating solely in the Kids Stage who require four or more stage slots may have their selection priority advanced.

To Contact

TGS Overseas Management Office (OMO)

[E-mail] tgs@congre.co.jp

For Mainland China:

c/o Shanghai Jiahui Event Service Co.,Ltd.

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 1941

E-mail: martinteng@taitra.org.tw

Sony Music Solutions Tokyo Game Show Secretariat

Physical Exhibition

Emai: tgs-fgp@sms-office.jp

Family Game Park Exhibition

Family Game Park Sponsorship

[Other Program]

●Special Sponsorship ●Creator Lounge Sponsorship ●Food Court Sponsorship & Advertising

●Cosplay Area Sponsorship & Advertising ●Official Program ●Event Stage

●Online advertising (visitor recruitment site) ●Official Map Advertisement ●Official Operations Staff T-shirt

※Contact information varies; please refer to each document for details.

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

To exhibit at TGS2026, click the "To Exhibit" button to submit your TGS2026 exhibition application.(<https://tgs.cesa.or.jp/en/>)