

TOKYO GAME SHOW 30th Anniversary

Official Collaboration Goods Sponsorship Plan

**Let's celebrate the 30th anniversary together
— rolling out 30th-anniversary commemorative collaboration goods.**

Event Overview

Event Name

TOKYO GAME SHOW 2026

Period

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

Business Day

September 17 (Thu.) ~ 18 (Fri.) ※10am ~ 5pm

Public Day

September 19 (Sat.) ~ 21 (Mon./National Holiday)

※19 & 20: 9:30am ~ 5pm

※21: 9:30am ~ 4:30pm

Organizer

Computer Entertainment Supplier's Association (CESA)

Co-Organizer

Nikkei Business Publications, Inc.
SONY Music Solutions Inc.

Venue

Makuhari Messe (Int'l Exhibition Hall 1-11, Int'l Conference Hall)
TKP Tokyo Bay Makuhari Hall

Sponsorship Plans

Call For Sponsorship for three official collaboration merchandise plans.

01

✓ Plan A

Official Collaboration Goods Sponsorship

JPY 11,000,000 (tax incl.)

(Limited to one company)

Menu

- Display an advertisement in the advertising space at the merchandise stand
- Collaboration goods combining your IP with the official TGS logo sold at the official merchandise shop
- Featured in official promotions (press releases, official website, venue signage, etc.)
- Official Merchandise Store Shopping Bag Logo (Large)

Participation Requirements

Exhibitors who have participated in the past five years and plan to occupy 42 or more booths in 2026
Companies that own game IP
Limited to titles exhibited at the Tokyo Game Show. *Titles exhibited in previous years are also acceptable. / "Z" titles are permitted, but "Z" expressions are not allowed.
The product lineup and production quantities will be determined by the organizers.
Sponsorship applications are subject to review. No IP royalties will be paid, and no revenue will be shared.

02

✓ Plan B

Official Collaboration Goods Sponsorship

JPY 1,100,000 (tax incl.)

Menu

- Collaboration goods combining your IP with the official TGS logo sold at the official merchandise shop
- Featured in official promotions (press releases, official website, venue signage, etc.)
- Official Merchandise Store Shopping Bag Logo (Medium)

03

✓ Plan C

Official Collaboration Goods Sponsorship

JPY 220,000 (tax incl.)

Menu

- Official Merchandise Store Shopping Bag Logo (Small)

Participation Requirements

TGS 2026 exhibitors
※Sponsorship is also available using exhibitor names, company names, or exhibition title logos. / "Z" titles are permitted, but the use of "Z" in the text is not allowed. Sponsorship is subject to review. There are no IP usage fees or revenue sharing.

01 Sponsorship Rate

Official Merchandise IP Collaboration Merchandise Sponsorship Plan (Plan A)

JPY 11,000,000 (tax incl.)

This is an exclusive, limited-to-one-company special plan that allows you to showcase a wide range of collaboration merchandise and IP. By leveraging everything from original collaboration merchandise to advertising space in the merchandise area, we will effectively highlight the appeal of your company's IP.

Menu : Display in official merchandise store ads, production and sale of official collaboration merchandise, display in official promotional ads, and logo placement on original shopping bags

Eligibility Requirements : Exhibitors who have participated in the past five years and plan to occupy 42 or more booths in 2026
: owns the game IP
: Limited to titles exhibited at TOKYO GAME SHOW.
*Titles exhibited in previous years are also acceptable. / "Z" titles are permitted, but "Z" expressions are not allowed.
: The product lineup and production quantities will be determined by the organizers (and finalized after consultation with the sponsoring companies).

Other : Sponsorship applications are subject to review.
: There are no IP royalty payments or revenue sharing.

02 Sponsorship Rate

Official Merchandise IP Collaboration Merchandise Sponsorship Plan (Plan B)

JPY 1,100,000 (tax incl.)

This is a collaboration project featuring official merchandise combining your IP with our official logo, which was a huge hit last year.

In addition to selling the collaboration merchandise, we will extensively promote your IP through our official website and flyers distributed during the event.

Menu : Production and sale of official collaboration merchandise (T-shirts and flat pouches); placement in official promotional advertisements; logo placement on original shopping bags

Eligibility Requirements : Exhibitors who have participated in the past five years and plan to occupy 42 or more booths in 2026
: owns the game IP
: Limited to titles exhibited at TOKYO GAME SHOW.
*Titles exhibited in previous years are also acceptable. / “Z” titles are permitted, but “Z” expressions are not allowed.
: The product lineup and production quantities will be determined by the organizers (and finalized after consultation with the sponsoring companies).

Other : Sponsorship applications are subject to review.
: There are no IP royalty payments or revenue sharing.

03 Sponsorship Rate

Official Merchandise IP Collaboration Merchandise Sponsorship Plan (Plan C)

JPY 220,000 (tax incl.)

This plan involves featuring your logo on the original shopping bags sold at the official merchandise booth. You can expect this promotion to reach a large number of visitors and leave a lasting impression.

Menu : Print your logo on our original shopping bags

Eligibility Requirements : Sponsorship companies must be TGS2026 exhibitors.
: Sponsorship is also available using the exhibitor's name, company name, or exhibition title.
*Z-titles are permitted, but the use of "Z" in the title is not allowed.

Other : Sponsorship applications are subject to review.
: There are no IP royalty payments or revenue sharing.

Schedule

Sponsorship Application Deadline

- ▶ Plan A/B : May 26 (Tue)
- ▶ Plan C : Early July

Collaboration Merchandise Information Submission Deadline

▶ Late May

Ad Copy Submission Deadline

▶ Late July

※ All are tentative

Collaboration Merchandise Announcement Press Release

▶ Late August

※ tentative

- We will provide further details regarding the placement of official promotional advertisements at a later date.
- Please note that cancellations are not permitted under any circumstances once your application has been received.
- A/B Plan Sponsorship is available exclusively to exhibitors who own their own intellectual property.
- Depending on the number of applications received, we may close registration before the deadline.
- Sponsorship applications are subject to review.
- The schedule is subject to change.

※Reference and Results

2026 Plan A: AD Menu / Official Promotions and Advertising Options
2025 Official Collaboration Merchandise: A Look Back at Last Year

Plan A : Display an advertisement in the advertising space at the official merchandise booth



※The store layout is based on a concept for 2025.



Plan A/B : Official Promotion Plans

- Official Press Release
- Product Listing on Official Website
- Collaboration Merchandise Information on Official Map
- Product Listings on Official Business Day Booklet
- Official Merchandise Area Flyers
- Official Merchandise Area Signage

※See images on pages 14 and following

Plan A : Collaboration Merchandise Items

Upon discussion on the details regarding the original merchandise items separately after you submit your sponsorship application.

Plan B : Collaboration Merchandise Items : T-shirts · Flat pouches (Planned)

※Product Image



All Plans: Official Merchandise Shopping Bags

A Plan: Large logo placement
B Plan: Medium logo placement
C Plan: Small logo placement



※Sample image

Tokyo Game Show 2025 Official Collaboration Merchandise Overview

Participating Companies / IPs

(Alphabetical Order)

- Bandai Namco Entertainment / Little Nightmares 3
- CAPCOM / RESIDENT EVIL requiem
- KOEI TECMO GAMES | Nioh
- Konami Digital Entertainment / Momotaro Dentetsu 2: Anata no Machi mo Kitto Aru
- SEGA / Sonic the Hedgehog

Collaboration Merchandise Items

- T-shirts
- Mugs

Official Merchandise Store

- Business Days : Central Mall 2nd Floor (Front of Hall 5) / Esplanade 2nd Floor (Front of Hall 9)
- Public Days : Central Mall 2nd Floor (Front of Hall 5) / Hall 10 (Near Merchandise Area)

Promotions and Announcements

- Next page

2025 Official Collaboration Merchandise Promotional Campaigns and Achievements

- Official Press Release
- Product Listing on Official Website
- Collaboration Merchandise Information on Official Map
- Product Listings on Official Business Day Booklet
- Official Merchandise Area Flyers
- Official Merchandise Area Signage



131 アクリルキーホルダーKV 800円 132 缶バッジKV 500円
 133 マグカップKV 1,500円 134 マグカップKV 1,500円 135 ステンレスボトル 3,200円 136 クリアファイルKV 600円
 149 マグカップKV 2,600円 149 手ぬぐいKV 1,200円 151 マフラータオルKV 2,800円 161 エコバッグKV 1,800円

人気ゲームとTGS公式グッズがコラボレーション!!



511 531 バイオハザード レクイエム | カプコン 512 532 仁王 | コーエーテックモゲムス
 513 533 桃太郎電鉄2 ~あなたの町もきつとある~ | コナミデジタルエンタテインメント
 514 534 ソニック・ザ・ヘッジホッグ | セガ 515 535 リトルナイトメア3 | パンダイナムコエンターテインメント

TOKYO GAME SHOW CREATORS WORKS

TGSの公式グッズの中でも、毎年大好評の「Creators Works」。今年もクリエイターたちが「TGS2025」のコンセプトを独自に表現!



◎ Official Merchandise Shop Signage◎ Product flyer displayed at the official merchandise shop

◎ Official Business Day Brochure

TGS 2025 OFFICIAL GOODS

MAIN VISUAL

あの人気ゲームとTGS公式グッズがコラボレーション!!!

TOKYO GAME SHOW

TGSの公式グッズの中でも、毎年大好評の「Creators Works」、今年もクリエイターたちが「TGS2025」のコンセプトを自由に表現!

Foretta

TGS 2025 OFFICIAL GOODS SHOP

9.25 (THU) 26 (FRI) BUSINESS DAYS 2F Central Mall -in front of Hall 5- 2F Esplanade -in front of Hall 9-

9.27 (SAT) 28 (SUN) PUBLIC DAYS 2F Central Mall -in front of Hall 5- Hall 10 -Merchandise Area-

TGS 2025 OFFICIAL GOODS

MAIN VISUAL

TGS 2025 公式グッズ

COLLABORATION

That popular game and TGS official merchandise are collaborating! Collaboration T-shirt ¥4,800

TOKYO GAME SHOW

CREATORS WORKS

Among the official TGS merchandise, the always-popular 'Creators Works' is back. Once again, creators are expressing the concept of 'TGS2025' in their own unique ways!

Foretta

311 Ferretta T-shirt (Black) ¥4,000
332 Badge/Ferretta ¥500
331 Flat pouch/Ferretta ¥1,500

TOKYO GAME SHOW 2025 OFFICIAL GOODS SHOP

9.25 (THU) 26 (FRI) BUSINESS DAYS 2F Central Mall -in front of Hall 5- 2F Esplanade -in front of Hall 9-

9.27 (SAT) 28 (SUN) PUBLIC DAYS 2F Central Mall -in front of Hall 5- Hall 10 -Merchandise Area-

COLLABORATION

新企画! 出展タイトルとTSG2025がコラボレーション!!

511 512 513 514 515 516 517 518 519 520

コラボレーションTシャツ 各¥4,800
コラボレーションマグカップ 各¥1,500

BUSINESS DAYS

9.25 (THU) 26 (FRI) BUSINESS DAYS 2F Central Mall -in front of Hall 5- 2F Esplanade -in front of Hall 9-

9.27 (SAT) 28 (SUN) PUBLIC DAYS 2F Central Mall -in front of Hall 5- Hall 10 -Merchandise Area-

◎ Press Release



報道関係者各位

2025年9月18日

一般社団法人コンピュータエンターテインメント協会

【TGS2025 開幕直前情報】

全ての主催者企画の詳細が決定！

人気ゲームタイトルとのコラボフード、

公式グッズ&出展タイトル×TGS2025のコラボレーションアイテムが

会場限定で販売決定！

●新企画！出展タイトル×TGS2025のコラボレーションアイテムを販売

本年は新規企画として、TGS2025に出展するゲームタイトルとコラボレーションした公式グッズを販売します。今回参加するのは、カプコン『バイオハザード レイクイェム』、コーエーテクモゲームス『NIOH 仁王』、コナミデジタルエンタテインメント『桃太郎電鉄2 ～あなたの町も きっとある～』、セガ『ソニック・ザ・ヘッジホッグ』、バンダイナムコエンタテインメント『リトルナイトメア3』の5タイトル（50音順）。各IPとTGS2025のロゴを組み合わせ、TGS2025でしか手に入らないオリジナルデザインのTシャツとマグカップを用意します。

←



◎ Official Website

TGS 2025.09.25 THU - 09.28 SUN
MAKUHARI MESSE

公式SNS / ニュース / ビジネスの方 / 海外の方 / プレス / 日本語
◎ 開催概要 / ロケット / イベントステージ / 日 公式番組 / 目 出展ブース / 買 グッズ / 日 フード / 日 会場マップ

Popular Games Collaborate with Official TGS Goods!!

As a new initiative this year, we will sell official goods in collaboration with game titles exhibited at TGS2025. This time, the participating titles are five (in Japanese alphabetical order):Capcom Resident Evil Requiem / KOEI TECMO GAMES Nioh / KONAMI Digital Entertainment Momotaro Dentetsu 2: There's Surely a Station in Your Town! / SEGA Sonic the Hedgehog / Bandai Namco Entertainment Little Nightmares III We will prepare original T-shirts and mugs that combine each IP with the TGS2025 logo. These exclusive designs are only available at TGS2025.

※Prices include tax.
※The design and specifications of the actual product may differ slightly from those shown.



Collaboration T-Shirt Resident Evil Requiem | Capcom
¥4,800



Collaboration T-Shirt Nioh | KOEI TECMO GAMES
¥4,800



Collaboration T-Shirt Momotaro Dentetsu 2: There's Surely a Station in Your Town! | KONAMI Digital Entertainment
¥4,800



Collaboration T-Shirt Sonic the Hedgehog | SEGA
¥4,800



Collaboration T-Shirt Little Nightmares III | Bandai Namco Entertainment
¥4,800



Collaboration Mug Resident Evil Requiem | Capcom
¥1,500



Collaboration Mug Nioh | KOEI TECMO GAMES
¥1,500



Collaboration Mug Momotaro Dentetsu 2: There's Surely a Station in Your Town! | KONAMI Digital Entertainment
¥1,500



Collaboration Mug Sonic the Hedgehog | SEGA
¥1,500



Collaboration Mug Little Nightmares III | Bandai Namco Entertainment
¥1,500

Thank You

Thank you very much for taking the time to review this solution deck.
Feel free to contact us at any time.
TOKYO GAME SHOW Management Office team looks forward to hearing from you.

Contact / Application Information

TOKYO GAME SHOW Management Office
Nikkei Business Publications, Inc.

Address 4-3-12 Toranomom, Minato-ku, Tokyo

Email tgs-ope@nikkeibp.co.jp

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