

Black Suite LOUNGE

Sponsorship Solution Deck

Nikkei BP TOKYO GAME SHOW Management Office

Outline

Name	TOKYO GAME SHOW 2026
Period	September 17 (Thu.) ~21 (Mon./National Holiday), 2026
	Business Day Sep.17 (Thu.) ~ 18 (Fri.) ※10am ~ 5pm
	Public Day Set. 19 (Sat.) ~ 21(Mon. National Holiday)
	※Sept. 19、20 : 9:30am ~ 5pm ※Sept. 21 : 9:30am ~ 4pm
Organizer	Computer Entertainment Supplier's Association (CESA)
Co-Organizer	Nikkei Business Publications, SONY Music Solutions
Venue	Makuhari Messe (Hall 1 -11, International Conference Hall) TKP Tokyo Bay Makuhari Hall

NEW

Business Day BLACK Pass

TOKYO GAME SHOW 2026 introduce the “Business Day BLACK Pass” as a premium pass option. BLACK Pass is the most high-valued of the Business Day passes. In addition to the benefits available with GOLD Pass, one of the exclusive benefits of BLACK Pass is access to the dedicated lounge (Black Suite LOUNGE).



Expected Pass Holders

- Executive Management (C-Suites) at Gaming Companies
 - Decision-makers in Business Meetings
 - Business Attendees Conducting Key Business Meeting at TGS
- Etc.

Exclusive Benefits for BLACK Pass Holders



★ Access To
Black Suite LOUNGE
(Business Day ONLY)



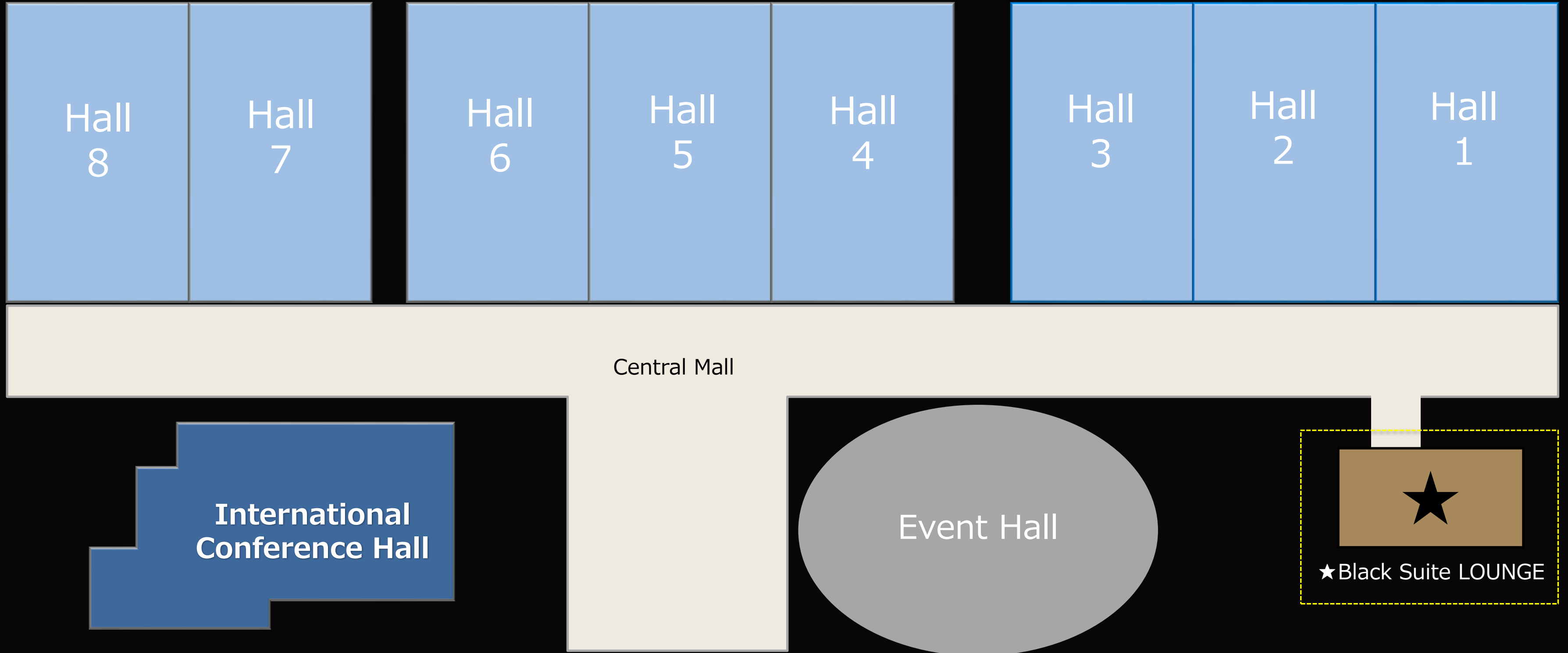
★ Pick-up at Special Counter



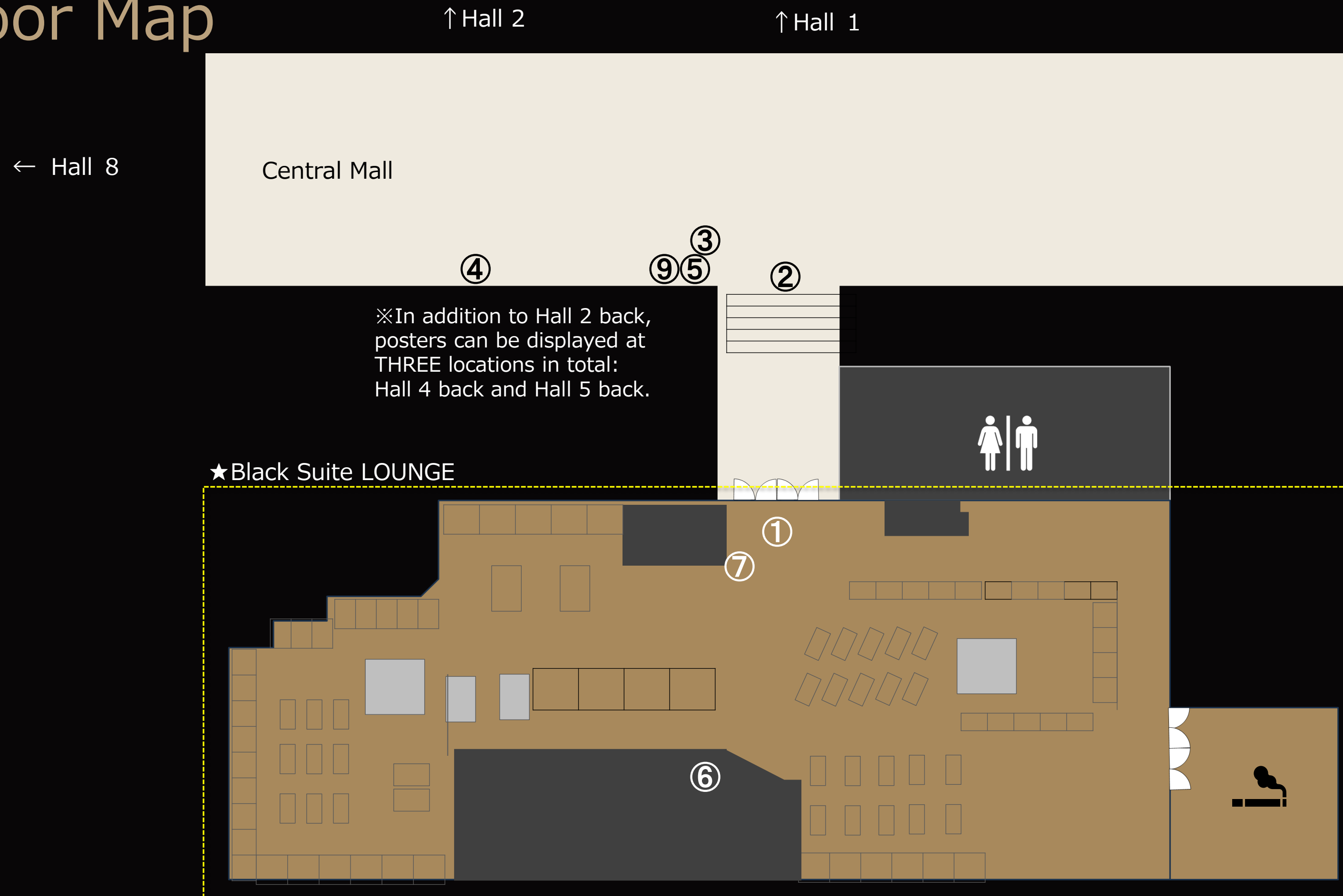
★ Enter Through Special
Entrance

Venue: Makuhari Messe

Royal Kitchens, located across from Hall 1 and 2, will serve as the Black Suite LOUNGE during the two-day Business Days. It faces the Central Mall and is an area where many visitors pass through.



Floor Map



※Inside the Black Suite LOUNGE The layout is subject to change.



Black Suite LOUNGE Exclusive Take-Over Plan

TGS offers all advertising options at the Black Suite LOUNGE on a buyout basis. This allows a sponsor to promote your message to high-end attendees visiting TOKYO GAME SHOW 2026 Business Days in spaces both inside and outside the Black Suite LOUNGE.

★ **Estimated Number of Lounger Users : 800**

JPY 7,700,000 (tax incl.)

Closing Date : June 30 (Tue.), 2026

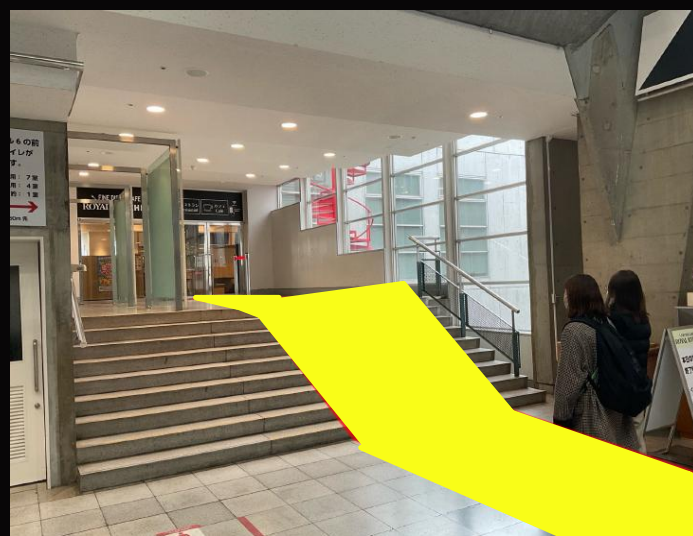
Advertisements Placement Locations



① Lounge Entrance Banner (Upper)

Material : Output Board · 2 Locations
 Size : W2100mm × H750mm
 Rate : ¥ 550,000 (tax inclusive)
 Offering : 1 Unit

※Displayed as “Powered by ○○”



② Lounge Entrance Carpet

Material : Output Board · 1 Location
 Size : W1800mm × approx. 13m
 Rate : ¥1,100,000 (tax incl.)
 Offering : 1 Unit

※Change the color and design of the carpet is allowed.



③ Central Mall Hanging Ad.

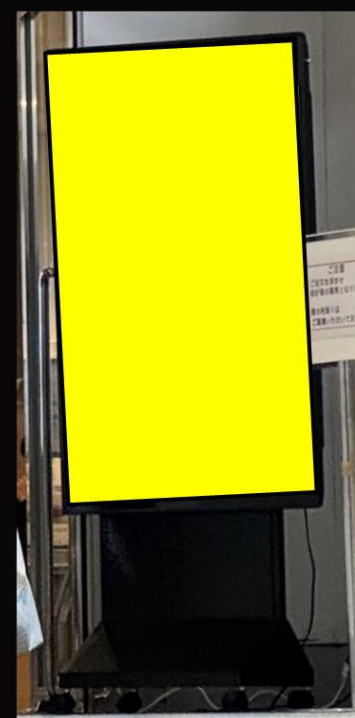
Material : Output Board · 1 Location (Double-Sided)
 Size : W3000mm × H500mm
 Rate : ¥440,000 (tax incl.)
 Offering : 1 Unit

※Displayed as “Powered by ○○”



④ Central Mall North Side Signage

Material : Output Board · 3 Locations
 Size : W upper 1460mm, lower, 1100mm × H 1,790mm
 Rate : ¥660,000 (tax incl.)
 Offering : 3 Units
 Location : ·Hall 2 Front
 ·Hall 4 Front
 ·Hall 5 Front



⑤ Display Monitor Outside Lounge

Facility : Display Monitor
 Rate : ¥440,000 (tax incl.)
 Offering : 5 Units

※Audio is not available. This is video-only.

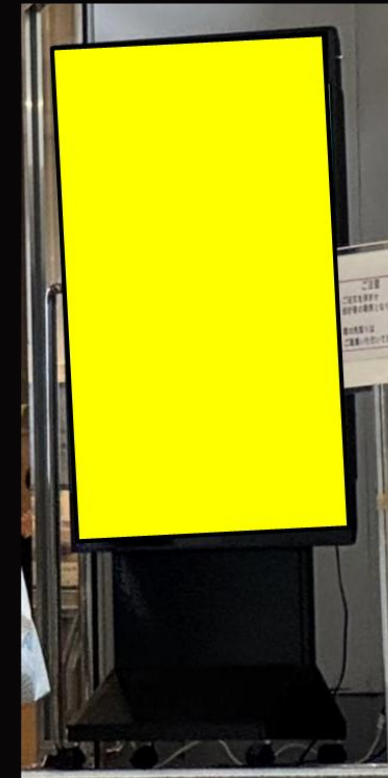
※ For details on the installation location, please refer to page 5.

Advertisement Placement in the Lounge



⑥ Buffet Sign in the Lounge

Material : Output Board ·1 Location
 Size : W1,550mm × H400mm
 Rate : ¥ 110,000 (tax incl.)
 Offering : 1 Unit



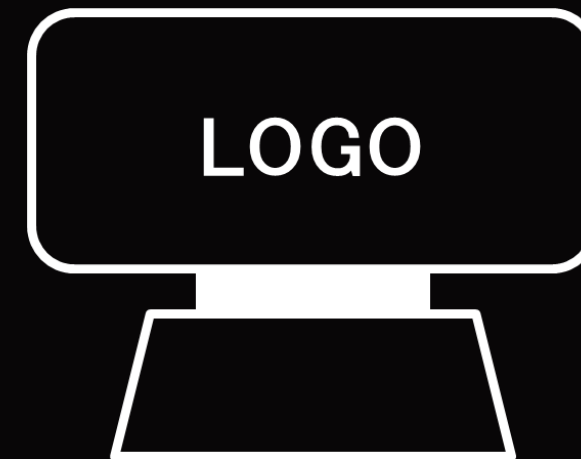
⑦ Display Monitor in the Lounge

Facility : Display Monitor
 Rate : ¥ 330,000 (tax incl.)
 Offering : 5 Units
 ※Audio is not available. This is video-only.



⑧ Buffet Menu

Rate : ¥ 275,000 (tax incl.)
 Offering : 1 Unit
 ※Displayed as “Powered by ○○”



⑨ Self-Standing Logo Banner

Size : W2,000mm ×H1,000mm
 ×D1,000mm
 Rate : ¥ 660,000 (tax incl.)
 ※Bring your own freestanding banner

※ For details on the installation location, please refer to page 5.



To Contact / To Inquiries
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