

# TOKYO GAME SHOW 2026

30<sup>TH</sup>  
ANNIVERSARY

Official Program Guide

Ver. 02 / 2026.02.13

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## ① About Tokyo Game Show

### Inquiry

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Inquiry  
tgs-program@sms-office.jp

\*We will respond within 3 business days.

Please note that some inquiries may require additional time.

\*If you do not receive a reply, please adjust your settings to allow emails from tgs-program@sms-office.jp and contact us again.

# TGS

TOKYO  
GAME SHOW  
2025 9.25 THU - 28 SUN

日経BP

Sony Music Solutions Inc.

Japan's largest gaming event, held annually in September at Makuhari Messe since 1996.

It is a massive, comprehensive trade show that unites all aspects of gaming—from exhibitor booths, merchandise, and new game demos to developer talks and live performances—attracting significant global media coverage and international attention.



## ② Tokyo Game Show 2026

### Inquiries

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Contact  
[tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp)

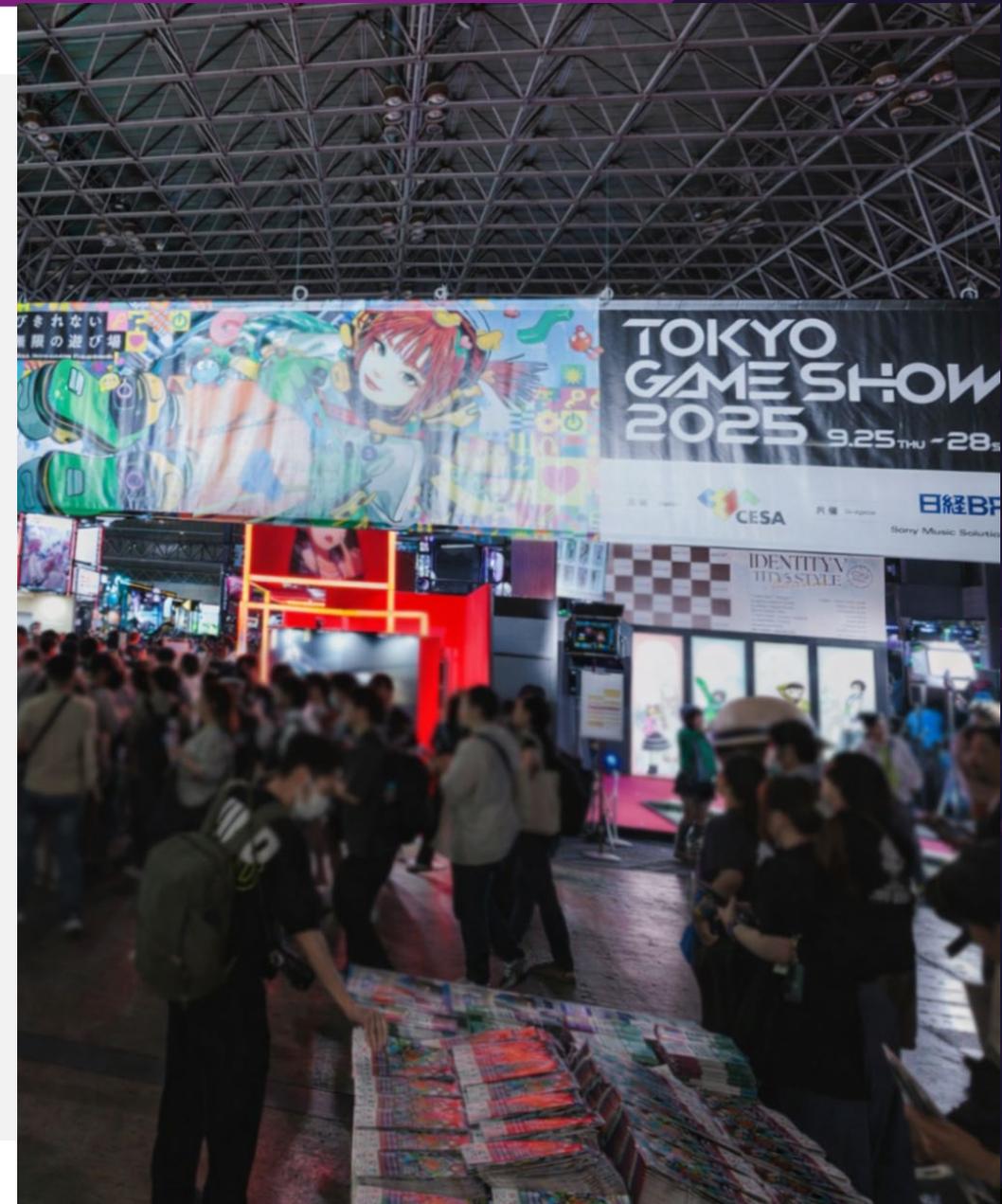
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# Tokyo Game Show 2026 | Event Overview

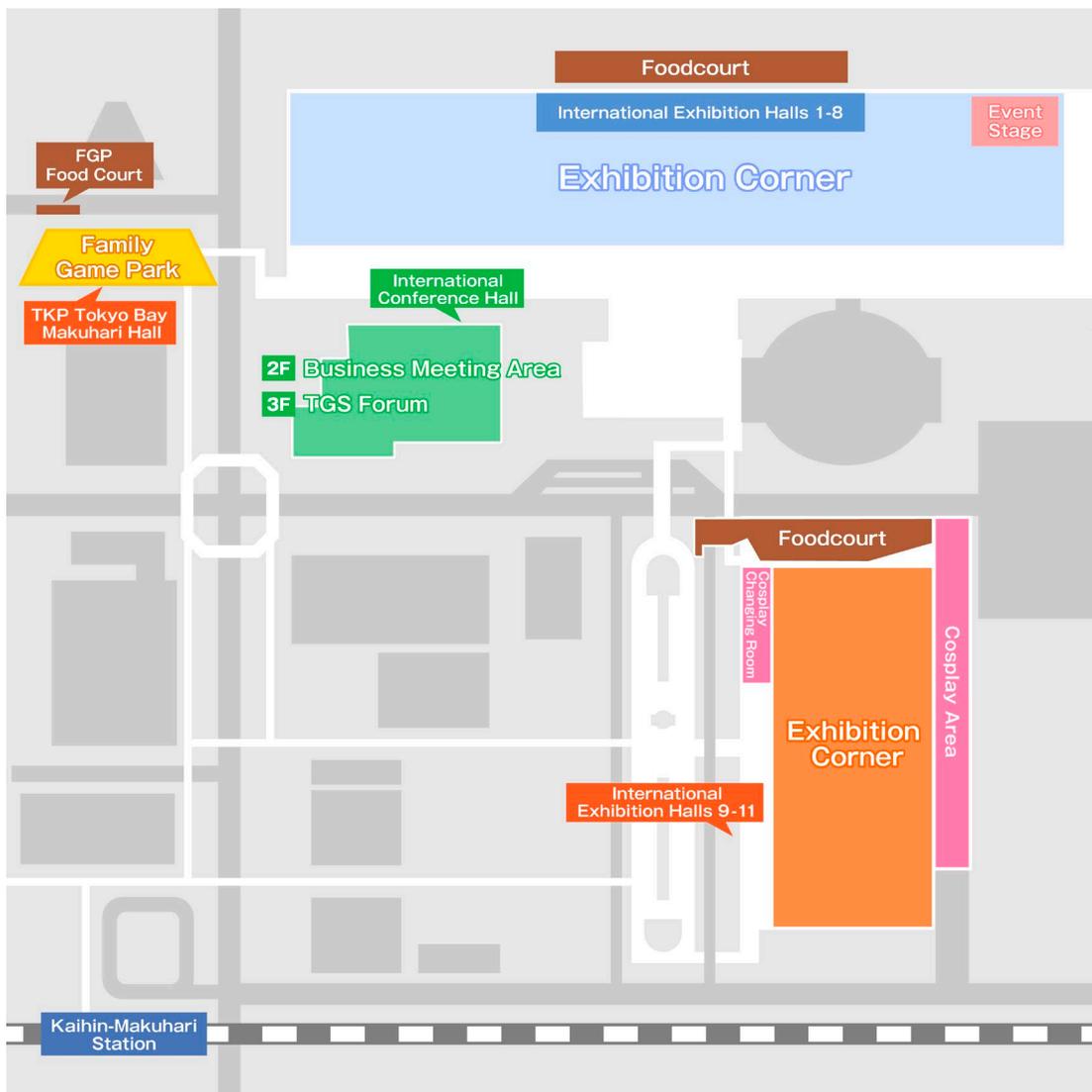
|               |  |
|---------------|--|
| Name          | Tokyo Game Show 2026   |
| Venue         | Makuhari Messe, Halls 1-11<br>+ International Conference Hall<br>+ TKP Tokyo Bay Makuhari Hall   |
| Dates         | Business Day: Sep. <b>17</b> (Thu) 10:00am - 5:00pm<br>Sep. <b>18</b> (Fri) 10:00am - 5:00pm<br>Public Day: Sep. <b>19</b> (Sat) 9:30am - 5:00pm<br>Sep. <b>20</b> (Sun) 9:30am - 5:00pm<br>Sep. <b>21</b> (Mon/Holiday) 9:30am - 4:00pm |
| Organizer     | Computer Entertainment Supplier's Association (CESA)   |
| Co-organizers | Nikkei Business Publications, Inc. Sony Music Solutions Inc.   |
| Spon- sors    | TBD  |



# The Longest Five Days of Nonstop Play

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.

# Tokyo Game Show 2026 | Zoning



## Tokyo Game Show 2026

### Business Day

Sep. 17 (Thu) 10:00am - 5:00pm  
 Sep. 18 (Fri) 10:00am - 5:00pm

### Public Day

Sep. 19 (Sat) 9:30am - 5:00pm  
 Sep. 20 (Sun) 9:30am - 5:00pm  
 Sep. 21 (Mon/Holiday) 9:30am - 4:00pm

- Makuhari Messe Halls 1-8
- Makuhari Messe Halls 9-11
- International Conference Hall \*Business Day only

## Family Game Park

### Public Day

Sep. 19 (Sat) 9:30am - 5:00pm  
 Sep. 20 (Sun) 9:30am - 5:00pm  
 Sep. 21 (Mon/Holiday) 9:30am - 4:00pm

- TKP Tokyo Bay Makuhari Hall

## ③ Sales Packages

### Inquiries

**Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat**  
**Official Program Inquiries**  
tgs-program@sms-office.jp

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# Sales Packages

For TGS2026, as with last year, sales for **General Slots (during TGS hours)** will prioritize the bundled purchase of the Official Program and Event Stage.

The TGS Secretariat will review stage content proposals after submission and will notify applicants of the results in late June.

Confirmed exhibitors are requested to attend the exhibitor briefing scheduled for early July.

## Official Program + Event Stage Bundle Discount

CESA Members JPY 3,410,000 (incl. tax) **JPY 200,000 OFF**

General JPY 4,125,000 (incl. tax) **JPY 250,000 OFF**

Includes bundle discount, a 50-minute Official Program slot, and priority slot selection.

## New Add-on Options

Program Production / Livestreaming Option From JPY 2,200,000 (incl. tax)

Stage Production Option From JPY 1,650,000 (incl. tax)

\*Please see P16 onwards for details.

\*Purchase of an exhibitor slot is required separately.

NEW

|         | Business Day   |            | Public Day   |            |            |
|---------|--|------------|--|------------|------------|
|         | 9/17 (Thu)   | 9/18 (Fri) | 9/19 (Sat)   | 9/20 (Sun) | 9/21 (Mon) |
| 00:00am | Official Program                                     |            | Official Program                                     |            |            |
| 01:00am | Official Program                                     |            | Official Program                                     |            |            |
| 09:30am | Opening  |            |  |            |            |
| 10:00am | General Slot<br>Official Program<br>+<br>Event Stage |            | General Slot<br>Official Program<br>+<br>Event Stage |            |            |
| 04:30pm |  |            |  |            | Ending     |
| 06:00pm | Official Program                                     |            | Official Program                                     |            |            |
| 00:00am | Official Program                                     |            | Official Program                                     |            |            |

# Sales Packages

For TGS2026, sales slots will be available from 9:40am to 4:30pm.

As with last year, no streaming studio will be provided at Makuhari Messe. We will stream either pre-packaged content provided by the exhibitor or a live feed from a separate studio or on-site stage.

Additionally, a special discount is available for exhibitors who participated in last year's Official Program.

**Exhibition Fee (tax incl.) Price per 50-min slot** \*A separate application for a physical or online exhibit is required for purchase.

|             | General Slot<br>(Package Deal) | General Slot<br>(Event Stage only)<br><small>*To be accepted in the<br/>Second Round Application</small> | General Slot<br>(Official Program only)<br><small>*To be accepted in the<br/>Second Round Application</small> | Advance Slot<br>(Official Program only)<br><small>*For 6:00pm-00:50am slots</small> | Golden Time Slot<br>(Official Program only) |
|-------------|--------------------------------|--|---|---|---|
| CESA Member | ¥3,410,000                     | ¥1,430,000   | ¥2,200,000  | ¥3,300,000  |   |
| General     | ¥4,125,000                     | ¥1,650,000   | ¥2,750,000  | ¥3,850,000  |   |

Official Program Exhibition Fee  
About the Special Discount

Exhibitors who exhibited in the TGS2025 Official Program will receive a **¥500,000 discount on the exhibition fee.**

\*Exhibiting only on the Event Stage is not eligible for the discount.

## Official Program Streaming Platforms

YouTube / X / Niconico / Twitch / TikTok / DouYu / bilibili / Douyin

\*Video platforms are subject to change. / \*Streaming to Chinese video platforms may not be possible depending on program content. We appreciate your understanding.

\*Streaming and archiving conditions may vary by platform.

[Click Here to Apply](#)



# Sales Slots

|         | Previous Day | Business Day        |                 | Public Day      |                         |                 |
|---------|--------------|---------------------|-----------------|-----------------|-------------------------|-----------------|
|         | Sep 16 (Wed) | Sep 17 (Thu)        | Sep 18 (Fri)    | Sep 19 (Sat)    | Sep 20 (Sun)            | Sep 21 (Mon)    |
|         |              | <b>General Slot</b> |                 |                 |                         |                 |
| 10:00am |              | Opening             |                 | 9:40am-10:30am  | 9:40am-10:30am          | 9:40am-10:30am  |
| 11:00am |              | Keynote Speech      | 11:00am-11:50am | 11:40am-12:30pm | 11:40am-12:30pm         | 11:40am-12:30pm |
| 12:00pm |              |                     |                 |                 |                         |                 |
| 1:00pm  |              | 1:00pm-1:50pm       | 1:00pm-1:50pm   | 1:30pm-2:20pm   | Japan Game Awards       | 1:30pm-2:20pm   |
| 2:00pm  |              |                     |                 |                 |                         |                 |
| 3:00pm  |              | 3:00pm-3:50pm       | 3:00pm-3:50pm   | 3:40pm-4:30pm   |                         | Ending          |
| 4:00pm  |              |                     |                 |                 |                         |                 |
| 5:00pm  |              |                     |                 |                 |                         |                 |
|         |              | <b>Advance Slot</b> |                 |                 | <b>Golden Time Slot</b> |                 |
| 6:00pm  |              | 6:00pm-6:50pm       | 6:00pm-6:50pm   | 6:00pm-6:50pm   | 6:00pm-6:50pm           | 6:00pm-6:50pm   |
| 7:00pm  |              | 7:00pm-7:50pm       | 7:00pm-7:50pm   | 7:00pm-7:50pm   | 7:00pm-7:50pm           | 7:00pm-7:50pm   |
| 8:00pm  |              | 8:00pm-8:50pm       | 8:00pm-8:50pm   | 8:00pm-8:50pm   | 8:00pm-8:50pm           | 8:00pm-8:50pm   |
| 9:00pm  |              | 9:00pm-9:50am       | 9:00pm-9:50am   | 9:00pm-9:50am   | 9:00pm-9:50am           | 9:00pm-9:50am   |
| 10:00pm |              | 10:00pm-10:50pm     | 10:00pm-10:50pm | 10:00pm-10:50pm | 10:00pm-10:50pm         | 10:00pm-10:50pm |
| 11:00pm |              | 11:00pm-11:50pm     | 11:00pm-11:50pm | 11:00pm-11:50pm | 11:00pm-11:50pm         | 11:00pm-11:50pm |
| 00:00am |              | 00:00am-00:50am     | 00:00am-00:50am | 00:00am-00:50am | 00:00am-00:50am         | 00:00am-00:50am |

## Number of Sales Slots

**.50 Official Program slots available.**

\*General Slots are sold as a set with a stage slot.

**•Booking two consecutive slots is possible.**  
(Price will be doubled)

\*For booking two consecutive General Slots, please contact the Secretariat.

Advance Slot 6:00pm - 00:50am

**7 Slots**

Golden Time Slot 6:00pm - 00:50am

**28 Slots**

General Slot 9:40am - 4:30pm

**15 Slots**

\*1

\*Sold as a set with an Event Stage slot.

Stream-only 10:00am - 4:35pm

To be announced in 2nd round application

Stage-only 10:00am - 4:35pm

To be announced in 2nd round application

\*1 Organizer/sponsor stages may be scheduled before the lottery.

\* Event Stage: If package stages are not sold out, additional slots may be released for sale after the first application round closes.

\* Slot times and availability are subject to change based on sales status.

# Official Program & Event Stage | General Slot Usage

Combine two slots for a maximum 150-minute block.

※An exhibition fee for two booths is required.

Event Stage slots include 30 minutes for setup before and 20 minutes for teardown after.

Please strictly adhere to the scheduled setup and teardown times.

※When combining two slots in the Golden Slot or Advance Slot, the maximum duration is 110 minutes.

## Single Slot

|                                 |         |
|---------------------------------|---------|
| 11:00am-11:30am<br>setup        | 11:00am |
| 11:30am-12:20pm<br>General Slot | 12:00pm |
| 12:20pm-12:40pm<br>teardown     |         |
| 1:00pm-1:30pm<br>setup          | 1:00pm  |
| 1:30pm-2:20pm<br>General Slot   | 2:00pm  |
| 2:20pm-2:40pm<br>teardown       |         |

As a max 50 min slot  
Available



## Two Consecutive Slots

|                                |         |
|--------------------------------|---------|
| 11:00am-11:30am<br>setup       | 11:00am |
| 11:30am-2:20pm<br>General Slot | 1:00pm  |
| 2:20pm-2:40pm<br>teardown      | 2:00pm  |

Available as a max 150  
min slot.

# Sales Slot Selection Process

## Official Program Slot Selection Meeting

Official Program slots are determined at the Official Program Slot Selection Meeting. At the meeting, exhibitors will select slots based on their **priority ranking**.

If there is a high number of applicants, slots may be filled before your turn.

Cancellations without a fee are only permitted if no slots are available for selection. Please be aware of this.

**The Official Program Selection Meeting will be held at the venue on Wednesday, July 8, after the Exhibitor Briefing.**

## Stage Slot Selection Priority

Priority ①: By order of application for package deals

Priority ②: Home video game console platform holders

Priority ③: Exhibitors with a history of Official Programs at TGS 2025

Priority ④: TGS 2026 General Exhibitors

Priority ⑤: Other exhibitors

Priority ⑥: Order of application in the TGS-System ※In cases all the conditions ①~⑤ above the same

※Under the same conditions

\*Tie-breaker for Priorities ①-③ (in order): most 2025 Event Stage slots, most 2026 booths, met deadline, CESA member.

If a tie remains, selection is by lottery.

\*Tie-breaker for Priorities ④-⑤ (in order): most 2026 booths, met deadline, CESA member.

If a tie remains, selection is by application time (first-come, first-served).

\*One slot (50 or 110 min) per company.

However, if slots remain available during the selection meeting, companies may apply for additional 50-minute slots.

\*Organizer and sponsor slots may receive priority.

## ③ Commercial Slot Sales Information

### Inquiries

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Inquiries  
[tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp)

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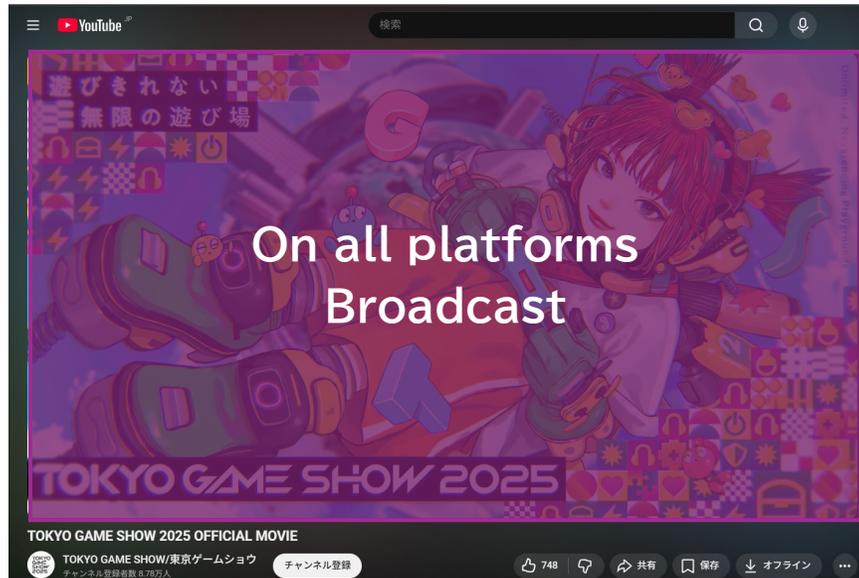
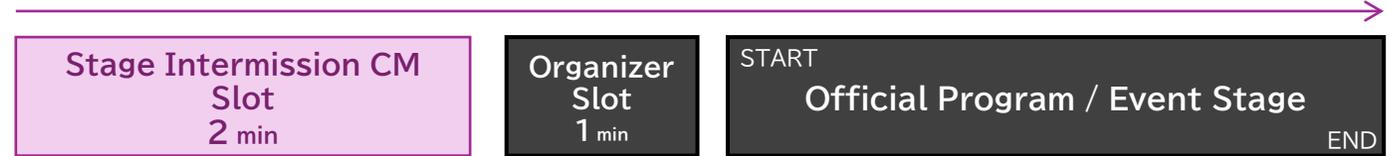
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# Commercial Slot Sales

## Sales of Pre-Roll Commercial Slots for Official Programs & Event Stages

Broadcast before each official program and event stage during the event.

### ▼ Event Stage Intermission CM Structure



On-stage LED  
Also broadcast

| Length         | Specifications  | Price                |
|----------------|---|----------------------|
| 1 slot: 15 sec | Codec : mov file (ProRes422)<br>or mp4 file (h.264)<br>mp4 file: Video bitrate 15Mbps or higher<br>Resolution: 1,920x1,080px<br>Frame rate: 59.94fps<br>Audio : 2ch (L,R) (MP4 file: Stereo)<br>Interlaced format | ¥550,000 (tax incl.) |

- Commercials air before each stage. \*General Slot commercials are also shown on the Event Stage screen.
- Broadcast timing and order will be determined by the Secretariat.
- Applications are first-come, first-served.
- No purchase limits.

\*All content is subject to review by the Secretariat.

Data Submission Deadline September 4, 2026 (Fri) 6:00pm

## ④ Optional Services

### Inquiries

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Inquiries  
[tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp)

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## Program Production / Live Streaming Option

NEW

This option provides full support for your program production.

We provide end-to-end service, from script and slide pre-production to day-of studio arrangements.

We support both pre-recorded sessions (including editing) and live streaming.

Options can be customized to your needs. Please contact us for a consultation and quote.

### ▼ Sample Case: Pre-recorded Program ▼

#### What to Provide (Exhibitor)

##### Provided by Exhibitor

- Project Outline
- Casting
- Assets (images, video data, etc.)
- Game consoles, software
- Required text for your IP

##### Arranged & Managed by the Secretariat

- Scriptwriting
- Slide Production
- On-screen Graphics Production
- Studio Arrangement
- Recording / Streaming
- Makeup Artist Arrangement
- Editing
- Multi-language Support

#### Sample Pricing \*Costs vary by program content.

##### [Program Outline]

- 4 Speakers (1 MC, 3 Guests)
- 50-minute program
- Talk & Gameplay Viewing
- English subtitles included

##### [Production Details]

- Scriptwriting (approx. 15p) ..... From ¥165,000
  - On-screen Graphics, etc. (in-program) . From ¥165,000
  - Studio Rental (1 day) ..... From ¥550,000
  - Recording Technicians ..... From ¥440,000
  - Editing ..... From ¥550,000
  - Multi-language Support (English subtitles) ... From ¥330,000
- \*All prices include tax.

**Total From ~ ¥2,200,000 (tax incl.)**

\*Prices are for reference only.

\*A separate streaming slot purchase is required.

\*The exhibitor must provide all IP-related text for the script.

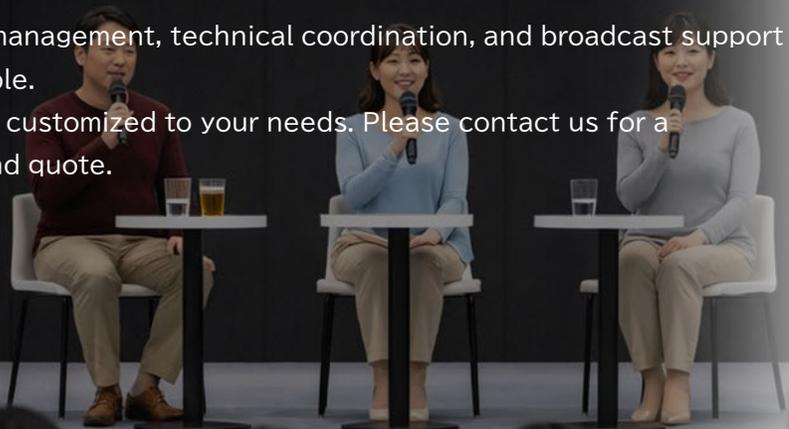
\*A formal quote will be provided based on the program content.

## Stage Production Option



This option provides comprehensive support for your stage production. We offer end-to-end services, from script and slide creation to on-screen graphics for broadcast.

On-site stage management, technical coordination, and broadcast support are also available. Options can be customized to your needs. Please contact us for a consultation and quote.



### ▼ Sample Case: Stage Production Management ▼

#### What to Provide (Exhibitor)

##### Provided by Exhibitor

- Project Outline
- Casting
- Assets (images, video data, etc.)
- Game consoles, software
- Required text for your IP

##### Arranged & Managed by the Secretariat

- Scriptwriting
- Slide Production
- On-screen Graphics Production
- Studio Arrangement
- Technical coordination
- Broadcast support
- Makeup Artist Arrangement
- Editing
- Multi-language Support

#### Sample Pricing

\*Costs vary by program content.

##### [Program Outline]

- 4 Speakers (1 MC, 3 Guests)
- 50-min stage (broadcast on the Official Program)
- Talk & Gameplay Viewing
- Chinese language broadcast included

##### [Production Details]

- Scriptwriting (approx. 15p) ..... From ¥165,000
- On-screen graphics (for broadcast/monitors) ... From ¥165,000
- Stage management ..... From ¥330,000
- Director fee (audio, lighting, video, broadcast) . From ¥220,000
- Makeup artist (excluding talent's personal artist) ... From ¥110,000
- Multilingual support (Chinese simulcast) ..... From ¥330,000
- Production supplies (for on-site use) ..... From ¥110,000
- Production management fee (incl. pre-event meetings) ... From ¥220,000

\*All prices include tax.

**Total From ¥1,650,000 (tax incl.)**

- \*Prices are for reference only.
- \*Requires separate purchase of a General Slot.
- \*The exhibitor must provide all IP-related text for the script.
- \*A formal quote will be provided based on the program content.

## Other Optional Services

Many optional services are available for both the Official Program and Event Stage.

Expand your reach with options like multilingual streaming via interpreters or transmission between your platform and the official TGS channel.

Details will be provided in the "Official Program & Event Stage Outline," available after July 8.

## ▼ Key Optional Services ▼

### Multilingual Options

#### •Interpreter Services

Quotes are based on the desired language and content.

Free English interpretation is available for 3 platforms (YouTube, Twitch, X).

This service requires the script (final draft) and a terminology list (e.g., unique in-game terms) to be shared 10 days before the event.

\*The final draft is assumed to be about 90% complete.

### Streaming Options \*All prices include tax.

#### •Additional Simulcast for Official Program \*From ¥275,000 per stream

This option allows simulcasting on the official TGS channel or the exhibitor's own account. Up to two platforms are supported.

The streaming format will be determined in a separate meeting.

##### + Remote Transmission (Receive) Option \*From +¥165,000 per stream

Additional fee for simulcasting from a location other than the official stage.

This fee covers receiving video transmitted from the organizer's designated location.

Coordination with technicians at the designated venue is also included.

##### + Remote Transmission (Send) Option \*From +¥220,000 per stream

Additional fee for simulcasting from a location other than the official stage.

This fee covers dispatching an official TGS channel technician to the organizer's designated location to transmit the feed for the official stream.

Coordination with technicians at the designated venue is also included.

#### •X Stream Boost Plan \*From ¥550,000 per stream

A collaborative option with the platform to expand audience reach during your X stream.

\*A ¥500,000 plan is estimated to generate 1.6 to 2 million impressions.

Many other optional services are available. Details will be provided in the "Official Program & Event Stage Outline," available after July 8.



## ⑤ Schedule & Contact Information

### Inquiries

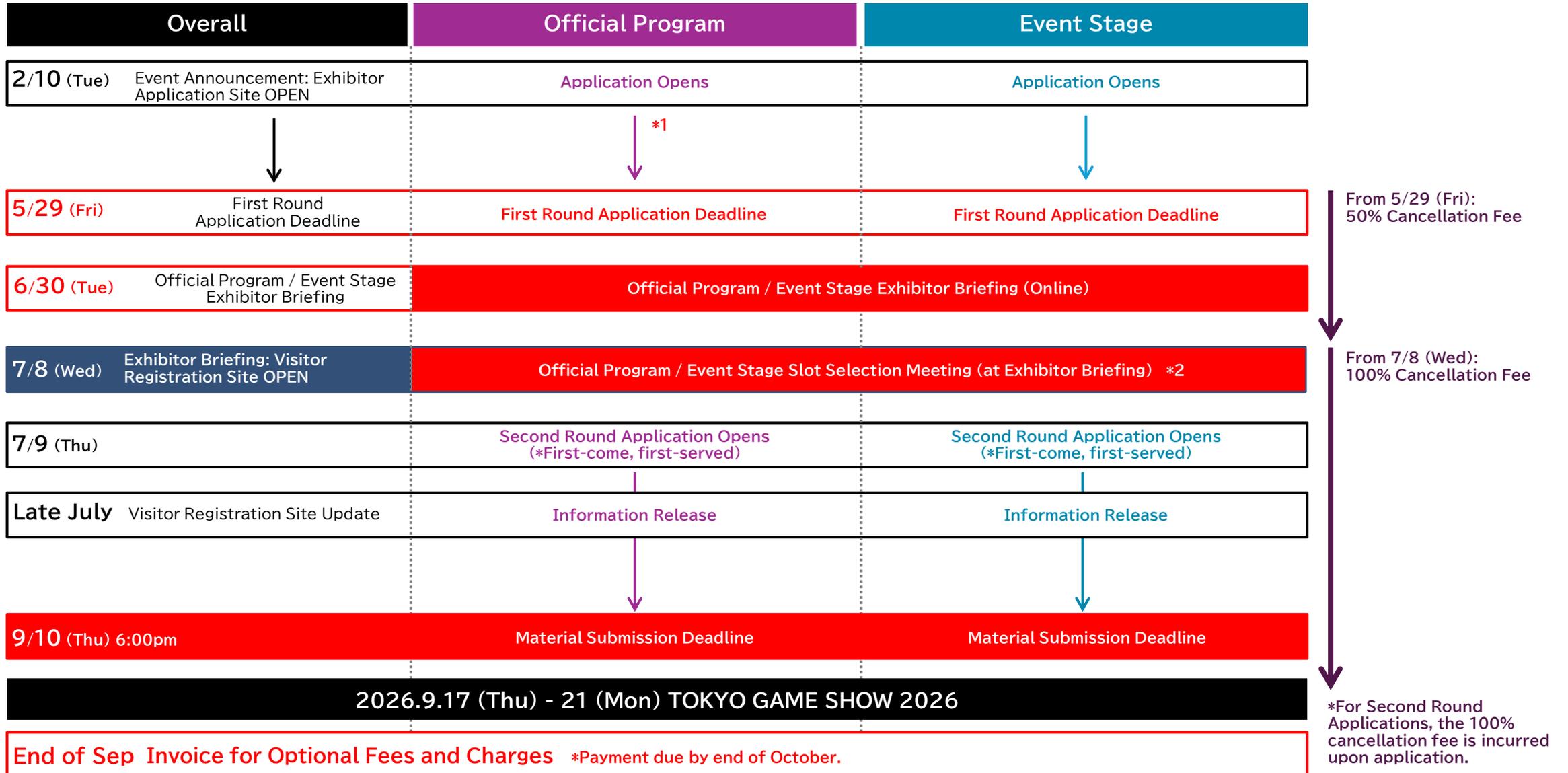
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# Application Schedule



\*1 After your application is received and confirmed, an "Application Acceptance Notice" will be sent to your registered email address. Receipt of this notice finalizes the exhibition contract.

\*2 If there are no competing slot requests by the first round deadline, slots will be confirmed as requested in the application.

## Application Period

**First Round Application: Feb. 10 (Tue) – May 29 (Fri) 11:59pm**

**Second Round Application: From Jul. 9 (Thu)**

## Application

**TGS-System (Official Program & Event Stage Exhibitor Application Site)**

<https://tgs-system.com/2026/>

※Exhibitors must review and agree to the "TOKYO GAME SHOW 2026 Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions" before applying.

※We will contact you within 3 business days of receiving your application.

Please note that a response may take some time.

※After reviewing your application, the TGS Secretariat will send an "Application Acceptance Notice" to your registered email address.

Receipt of this notice finalizes the exhibitor agreement.

## Contact

**Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Inquiries**

[tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp)

※We will respond to inquiries within three business days.

※Please note that a response may take some time depending on the inquiry.

※If you do not receive an email from the SMS TGS Secretariat, please adjust your settings to accept emails from tgs-program@sms-office.jp and contact us again.



## ⑥ Notes on Official Program & Stage Production

### Inquiries

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Official Program Contact  
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## Rights Clearance

Exhibitors are responsible for obtaining all necessary permissions and clearing the rights for any videos, presentation materials, and music to ensure they do not infringe upon any third-party copyrights or other rights.

The exhibitor assumes full responsibility for any issues or damages arising from third-party rights infringement.

## Organizer's Promotion

- Video content from the Event Stage and Official Program may be used for future TGS promotions on the TGS Official Website, social media, and other platforms.
- Content (including materials, interviews, photos, and recordings) and likenesses captured by the TOKYO GAME SHOW Secretariat during the event may be used for TGS promotions on the TGS Official Website, social media, and other platforms.

## Notes on Featuring CERO 'Z' Rated Titles

When featuring titles with a CERO 'Z' rating on the Event Stage or in the Official Program, you must comply with CESA's "Advertising Guidelines for Home Use Game Software Rated '18 and Over Only'."

<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

If your stage presentation includes a CERO 'Z' rated title, please avoid using any depictions specified by CERO as "Z (18+ Only)" content (e.g., dismemberment, sexual expression).

If you are featuring a CERO 'Z' rated title, please submit video footage of only that portion of your presentation to the TGS Secretariat for review by **August 28 (Fri)**.

We will review the submitted game footage in advance. Depending on the content, we may request changes to your stage presentation. If changes cannot be made, you may not be permitted to hold the Event Stage presentation. Thank you for your understanding.

Furthermore, if a CERO 'Z' rated title is included, please display the CERO Z mark and an "18+ Only" notice at the beginning of your presentation or before the title is shown.

※For more information on the rules for the 'Z' rating, please contact the TGS Secretariat.

## Archiving of Official Programs on the TGS Official Channel

Event Stage content will be archived as an Official Program on the TGS Official Channel after the event.  
Exhibitors must secure all rights for videos, presentations, music, guests, etc., for archiving purposes in advance.  
※Does not apply if archiving is prohibited.

## The TGS Secretariat will review all submitted complete packages in advance.

If the secretariat determines that there is an issue with the complete package delivered as an “Official Program,” we may request revisions or ask for the live stream to be suspended or canceled.

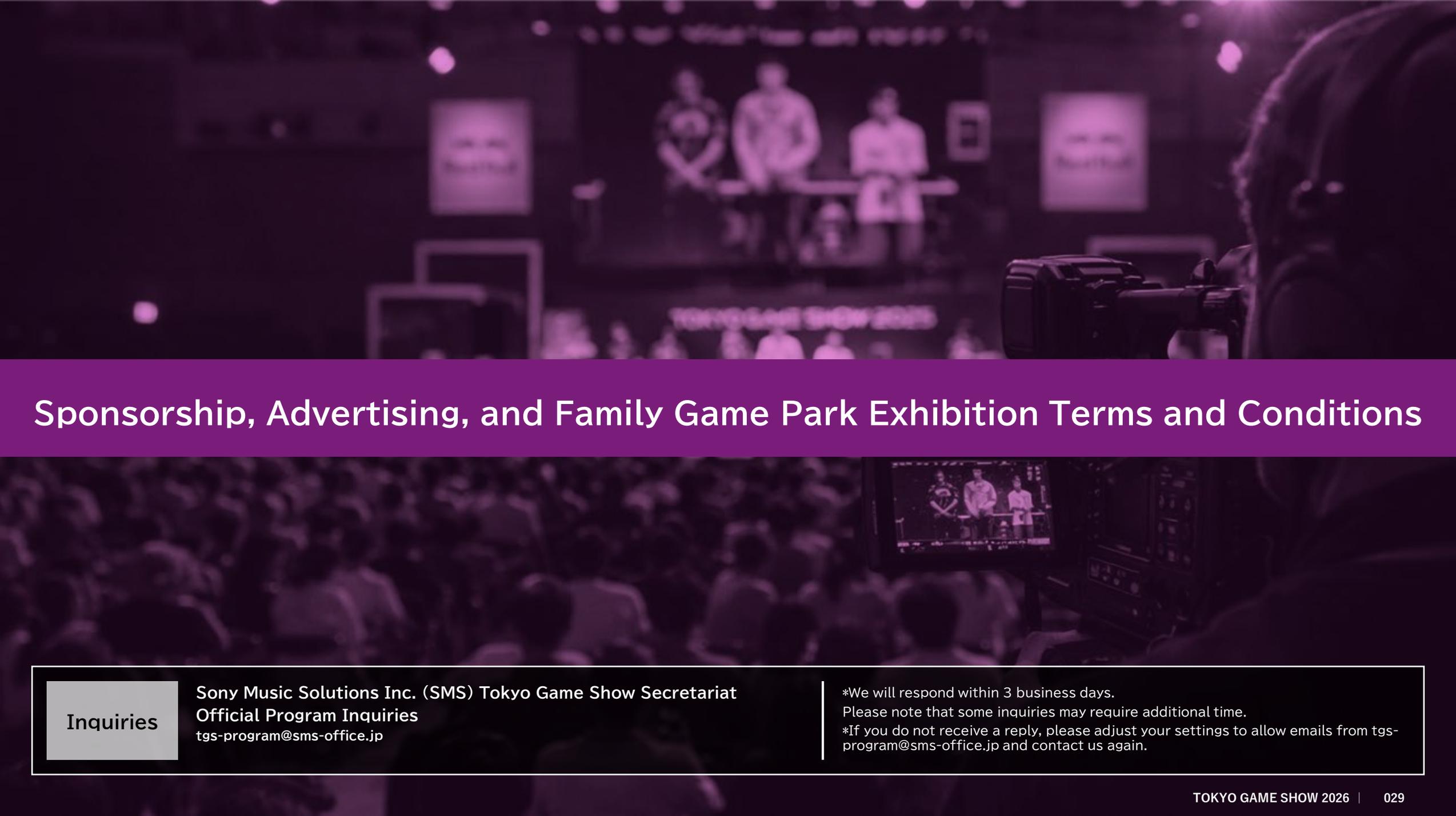
## Other Information

- Second Round Application slots are first-come, first-served.
- All programs will be archived on official video platform channels. Please notify us in advance if you wish to opt out.
- An additional fee (transmission cost) applies for streaming from exhibitor booths or other studios at Makuhari Messe.
- Pre-recording and editing by the organizer is available as a paid option. The recording schedule will be determined through consultation.

## English Simultaneous Interpretation Streaming

- To expand our global reach, an English simultaneous interpretation stream, arranged by the organizer, will run alongside the original broadcast. (Included in the exhibition fee).
- The organizer will provide English simultaneous interpreters. Interpretation for other languages is available as a paid option.
- Please provide a glossary in advance for any specialized terminology.

If no glossary is provided, the TGS Secretariat will handle the interpretation.



# Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions

## Inquiries

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Official Program Inquiries  
[tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp)

\*We will respond within 3 business days.

Please note that some inquiries may require additional time.

\*If you do not receive a reply, please adjust your settings to allow emails from [tgs-program@sms-office.jp](mailto:tgs-program@sms-office.jp) and contact us again.

## Tokyo Game Show 2026 Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions

Applicants shall submit their applications upon agreeing to the applicable terms and conditions corresponding to their desired participation.

- Applicants wishing to apply for sponsorship and/or advertising placements:
  - (i) **Tokyo Game Show 2026 Sponsorship and Advertising Terms and Conditions**
- Applicants wishing to exhibit at the Family Game Park:
  - (ii) **Tokyo Game Show 2026 Family Game Park Exhibition Terms and Conditions**

The sections entitled “**Personal Information Protection Policy**,” “**Definitions**,” and “**Disclaimer Regarding Multilingual Versions**” below shall apply commonly to all of the above terms and conditions.

### ■ **Personal Information Protection Policy**

Personal information provided or transmitted in connection with exhibition applications, sponsorship applications, and other procedures related to Tokyo Game Show 2026 shall be jointly obtained from the applying entity or organization by the following three parties and shall be used in accordance with each party’s respective privacy policy:

- Sony Music Solutions Inc. (SMS)  
[https://www.sonymusicolutions.co.jp/s/sms/page/company\\_privacy](https://www.sonymusicolutions.co.jp/s/sms/page/company_privacy)
- Computer Entertainment Supplier’s Association (CESA)  
<https://www.cesa.or.jp/privacy-policy/>
- Nikkei Business Publications, Inc. (Nikkei BP)  
<http://nikkeibp.co.jp/atcl/corporate/privacy/>

## ■Definitions

In each set of these terms and conditions:

- “Exhibition” means Tokyo Game Show 2026.
- “Organizer” means the Computer Entertainment Supplier’s Association.
- “Co-organizers” means Nikkei Business Publications, Inc. and Sony Music Solutions Inc.
- “Secretariat” means the operational office for the Exhibition organized jointly by the Organizer and the Co-organizers.

## ■Disclaimer Regarding Multilingual Versions

These terms and conditions are reference translations of the Japanese-language versions.

In the event of any discrepancy or inconsistency between the Japanese-language versions and any multilingual versions, the Japanese-language versions shall prevail.

## (i) Tokyo Game Show 2026 Sponsorship and Advertising Terms and Conditions

Entities or organizations wishing to apply for sponsorship and/or advertising placements shall apply for sponsorship and/or advertising for the Exhibition upon agreeing to the following Tokyo Game Show 2026 Sponsorship and Advertising Terms and Conditions (hereinafter referred to as “Terms ①”).

Unless otherwise stipulated, Terms ① shall apply commonly to the separately established guidelines, notices, regulations, and instructions issued by the Organizer and/or Co-organizers, including but not limited to:

- “Special Sponsorship Guide”
- “Official Program Guide”
- “Event Stage Guide”
- “Creator Lounge Sponsorship Guide”
- “Family Game Park Exhibition and Sponsorship Guide”
- “Visitor Recruitment Site: Online Advertising Guide”
- “Official Map Advertising Guide”
- “Cosplay Area Sponsorship & Advertising Guide”
- “Food Court Sponsorship & Advertising Guide”
- “Official Operations Staff T-shirt Sponsorship Guide.”

### ■ Formation of Contract

Upon receipt of a sponsorship and/or advertising application, the Secretariat shall review the application and issue a Notice of Acceptance of Sponsorship and Advertising Application.

The applicant agrees that, upon issuance of such notice, a sponsorship and advertising agreement shall be deemed duly concluded between the Secretariat and the applicant (hereinafter referred to as the “Sponsor/Advertiser”).

### ■ Sponsorship and Advertising Guidelines

The term “Sponsorship and Advertising Guidelines” as used in Terms ① refers to the informational materials separately issued by the Secretariat, including but not limited to those listed above.

## ■Scope and Content of Sponsorship and Advertising

Details of sponsorship and advertising menus (including events and streaming content) and categories of sponsorship (e.g., Platinum, Gold, Silver, Bronze) shall be specified in the Sponsorship and Advertising Guidelines.

In principle, sponsorship and advertising shall be provided in monetary form. However, subject to the Organizer's approval, sponsorship and advertising may be provided in the form of goods or services.

The methods and scope of exposure of products, services, logos, and sponsorship benefits (including advertising placements, stage appearances, and on-stream introductions) shall be specified in the Sponsorship and Advertising Guidelines.

## ■Compliance with Terms

The Sponsor/Advertiser shall comply with all provisions of Terms ① and all regulations, guidelines, policies, and instructions presented by the Secretariat.

If the Sponsor/Advertiser violates any of these provisions, engages in conduct that causes nuisance to third parties, or engages in conduct deemed contrary to public order or morals, the Organizer and/or Secretariat may, at their discretion, refuse the application, terminate the agreement, or instruct the suspension, modification, or cancellation of exhibitions, publications, or distributions. The Sponsor/Advertiser hereby agrees to such actions.

In such cases, no refund shall be made of any sponsorship or advertising fees already paid, and the Organizer and Secretariat shall bear no liability for any damages incurred by the Sponsor/Advertiser or related parties. If the Organizer or Secretariat incurs damages, the Sponsor/Advertiser shall compensate such damages in full.

## ■Eligibility for Sponsorship and Advertising

Sponsors/Advertisers are not limited to game-related companies. However, sponsorship and advertising by entities engaged in businesses deemed inappropriate by the Organizer, including but not limited to those contrary to public order and morals (e.g., adult-oriented or gambling-related businesses), shall not be permitted.

The Organizer reserves the right to refuse sponsorship and advertising that it deems inconsistent with the brand image of the Exhibition.

## ■ Representations and Warranties

The Sponsor/Advertiser represents and warrants that the products and services it provides do not infringe upon any third-party rights and comply with all applicable laws and public order and morals.

In the event of any claims, allegations of legal violations, or infringement asserted by third parties in connection with the implementation of sponsorship menus, the Sponsor/Advertiser shall resolve such claims at its own expense and responsibility.

## ■ Prohibition of Assignment

The Sponsor/Advertiser shall not assign, transfer, or otherwise dispose of its contractual status or rights arising under Terms ① to any third party without the prior written consent of the Secretariat.

## ■ Prohibition of Recruitment-Oriented Exhibitions and Advertising

Exhibitions, presentations, or advertising primarily intended for recruitment or job placement services are strictly prohibited.

## ■ Submission of Exhibition Titles

When exhibiting game titles, the Sponsor/Advertiser must submit all exhibition titles to the Secretariat.

Failure to submit such titles shall result in prohibition of exhibition of the relevant titles.

In addition to withdrawal of the exhibition, penalties may be imposed regarding participation in Tokyo Game Show events from 2027 onward. Details shall be provided in the “Exhibition Guidelines” to be distributed at the Exhibitor Briefing scheduled for July 2026.

## ■ Sponsorship Application and Payment Deadlines

1. The date on which the sponsorship and advertising agreement is deemed concluded shall constitute the contract date.
2. Following the contract date, the Secretariat shall issue an invoice. The Sponsor/Advertiser shall remit the invoiced amount to the designated bank account by the specified due date, at its own expense for bank transfer fees. Failure to confirm payment by the due date may result in termination of the agreement.

## ■Cancellation of Sponsorship Application

1. Any cancellation, in whole or in part, after the contract date must be notified to the Secretariat in writing (including electronic means such as email).
2. Cancellation fees (exclusive of consumption tax) shall apply as follows, and shall be paid within 30 days of receipt of the relevant invoice.

### (Special Sponsorship)

- From May 29, 2026 (Fri.) to July 7, 2026 (Tue.): 50% of the sponsorship fee
- On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

### (Official Program)

- From May 29, 2026 (Fri.) to July 7, 2026 (Tue.): 50% of the purchased slot fee
- On or after July 8, 2026 (Wed.): 100% of the purchased slot fee

### (Event Stage)

- From May 29, 2026 (Fri.) to July 7, 2026 (Tue.): 50% of the purchased slot fee
- On or after July 8, 2026 (Wed.): 100% of the purchased slot fee

### (Creator Lounge Sponsorship)

- From May 29, 2026 (Fri.) to July 7, 2026 (Tue.): 50% of the sponsorship fee
- On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

### (Family Game Park Sponsorship)

- On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

# Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions

(Visitor Recruitment Website / Online Advertising)

•On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

(Official Map Advertising)

•On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

(Cosplay Area Sponsorship and Advertising)

•On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

(Food Court Sponsorship and Advertising)

•On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

(Official Operations Staff T-shirt Sponsorship)

•On or after July 8, 2026 (Wed.): 100% of the sponsorship fee

## ■Liability for Damages

1. The Organizer and Secretariat shall bear no responsibility whatsoever for any accidents, damages, or losses caused by the Sponsor/Advertiser or related parties.
2. Rights clearance for exhibited or distributed content shall be conducted at the Sponsor/Advertiser's own expense and responsibility.
3. The Organizer and Secretariat shall not be liable for damages arising from force majeure events.
4. The Sponsor/Advertiser shall promptly compensate for any damage caused to exhibition facilities or equipment.
5. The Organizer and Secretariat shall not be liable for typographical errors or omissions in official websites or promotional materials.
6. In the event of suspension, postponement, or modification due to infectious disease countermeasures or related legal actions, no refunds shall be made.
7. Any projected visitor numbers are estimates only and are not guaranteed.

## ■Statistical Information

The Organizer and Secretariat may obtain and use access information (including IP addresses) related to online exhibition platforms. Such information shall not be provided to exhibitors.

## ■Postponement, Modification, or Cancellation of the Exhibition

If the Exhibition is postponed, modified, or cancelled due to reasons attributable to the Secretariat, refunds shall be calculated on a pro rata basis based on remaining exhibition days. The Secretariat's liability shall be limited to such refunds.

## ■ Force Majeure

The Organizer and Secretariat may postpone, modify, or cancel the Exhibition in the event of force majeure, including but not limited to the following circumstances:

1. Emergency system maintenance
2. Computer or communication failures
3. Natural disasters
4. Social unrest or conflict
5. Governmental actions
6. Epidemics or pandemics
7. Shortages of utilities or resources
8. Labor disputes
9. Default of key contractors
10. Any other event not attributable to the Organizer or Secretariat

In such cases, no refunds shall be made, and the Sponsor/Advertiser shall remain liable for all unpaid fees.

## (ii) Tokyo Game Show 2026 Family Game Park Exhibition Terms and Conditions

Entities or organizations wishing to exhibit at the Family Game Park shall submit an application for exhibition upon agreeing to the following Tokyo Game Show 2026 Family Game Park Exhibition Terms and Conditions (hereinafter referred to as “Terms ②”).

Terms ② shall apply to exhibitions at the Family Game Park within the Exhibition and, unless otherwise stipulated, shall apply commonly to the separately established notices, regulations, guidelines, and instructions issued by the Organizer and/or Co-organizers, including but not limited to:

- “Special Sponsorship Guide”
- “Official Program Guide”
- “Event Stage Guide”
- “Creator Lounge Sponsorship Guide”
- “Family Game Park Exhibition and Sponsorship Guide”
- “Visitor Recruitment Site: Online Advertising Guide”
- “Official Map Advertising Guide”
- “Cosplay Area Sponsorship & Advertising Guide”
- “Food Court Sponsorship & Advertising Guide”
- “Official Operations Staff T-shirt Sponsorship Guide.”

### ■ Formation of Contract

Upon receipt of an application for exhibition at the Family Game Park, the Secretariat shall review the application and issue a Notice of Acceptance of Exhibition Application.

The applicant agrees that, upon issuance of such notice, an exhibition agreement shall be deemed duly concluded between the Secretariat and the applicant (hereinafter referred to as the “Exhibitor”).

## ■Compliance with Terms

The Exhibitor shall comply with all provisions set forth in Terms ②, as well as all regulations, guidelines, policies, and instructions presented by the Secretariat.

If the Exhibitor violates any of these provisions, engages in conduct that causes nuisance to third parties, or engages in conduct deemed contrary to public order or morals, the Organizer and/or Secretariat may, at their discretion, refuse the application, terminate the agreement, or instruct the suspension or modification of exhibition or distribution of content. The Exhibitor hereby agrees to such actions.

In such cases, no refund shall be made of any exhibition fees or expenses already paid, and the Organizer and Secretariat shall bear no liability for any damages incurred by the Exhibitor or related parties. If the Organizer or Secretariat incurs damages, the Exhibitor shall compensate such damages in full.

## ■Eligibility for Exhibition

Exhibitors shall be limited to entities or organizations that provide game software, game-related products, and services consistent with the objectives of the Exhibition.

## ■Representations and Warranties

The Exhibitor represents and warrants to the Organizer that the products and services provided by the Exhibitor do not infringe upon any third-party rights and comply with all applicable laws and public order and morals.

## ■Prohibition of Assignment

The Exhibitor shall not assign, transfer, or otherwise dispose of its contractual status or rights arising under Terms ② to any third party without the prior written consent of the Secretariat.

## ■Prohibition of Recruitment-Oriented Exhibitions, Presentations, and Advertising

Exhibitions, presentations, or advertising primarily intended for recruitment or job placement services are strictly prohibited.

## ■Submission of Exhibition Titles

When exhibiting game titles, the Exhibitor shall submit all exhibition titles to the Secretariat.

If it is determined that exhibition titles have not been submitted, the relevant titles shall not be permitted to be exhibited.

In addition to withdrawal of the exhibition, penalties may be imposed regarding participation in Tokyo Game Show events from 2027 onward. Details shall be provided in the “Exhibition Guidelines” to be distributed at the Exhibitor Briefing scheduled for July 2026.

## ■Exhibition Application and Payment Deadlines

1. The date on which the exhibition agreement is deemed concluded shall constitute the contract date.
2. Following the contract date, the Secretariat shall issue an invoice. The Exhibitor shall remit the exhibition fee to the designated bank account by the payment deadline specified in the invoice, at its own expense for bank transfer fees. Failure to confirm payment by the due date may result in termination of the agreement.

## ■Cancellation of Exhibition Application

1. Any cancellation, in whole or in part, after the contract date shall be notified to the Secretariat in writing (including electronic means such as email).
2. Cancellation fees (exclusive of consumption tax) shall apply as follows, and shall be paid within 30 days of receipt of the relevant invoice:

·June 24, 2026 – July 7, 2026: 50% of the exhibition fee

·From July 8, 2026 onward: 100% of the exhibition fee

## ■Restrictions on Exhibits and Merchandise

All exhibits, videos, displays, distributed materials, and merchandise shall comply with the Computer Entertainment Software Ethics Code (CESA Ethics Code) established by the Organizer.

Only software and related products that have obtained a CERO rating of “B” or lower, or are classified as “Educational/Database”, shall be permitted.

Where age rating indications are required, the Exhibitor shall clearly display such information in an easily understandable manner for visitors and shall comply with the Secretariat’s instructions.

The Exhibitor shall not exhibit or sell any products other than those handled by the Exhibitor itself.

## ■Restrictions by Exhibition Category

1. Sales of goods (excluding newspapers and books) shall be permitted only within merchandise sales areas and Organizer-designated programs.
2. Only publishers exhibiting in the general exhibition area or equivalent areas may sell game software in merchandise sales areas.
3. Exhibitors using standard Family Game Park booths may sell exhibited items within their booths.
4. In the case of turnkey booths, in-booth events (such as talk shows or photo sessions) shall not be permitted.
5. Regardless of exhibition category, events (including talk shows and photo sessions) shall not be conducted in the game experience area “ASOVIVA!” or the career experience area “MANAVIVA!”
6. Exhibitors wishing to operate multiple booths within the same area shall consult the Secretariat in advance.

## ■Regulations for the Physical Exhibition Venue

1. Booth decoration, structure, sound levels, exhibition content and methods, and operational methods shall comply with the “Exhibition Guidelines” established by the Secretariat.
2. Excessive presentations involving sexual or discriminatory expressions or otherwise contrary to public order and morals are prohibited.
3. If the Secretariat determines that changes or suspension of exhibition content are necessary, the Exhibitor shall comply with such instructions at any time before or during the Exhibition.
4. The Exhibitor shall not engage in conduct that interferes with neighboring exhibitors.
5. Any costs incurred as a result of changes or suspension instructed by the Secretariat shall be borne by the Exhibitor.
6. Booth setup shall be completed within the designated period, and exhibits shall be removed immediately after the Exhibition ends.
7. Removal of exhibits during the Exhibition period is prohibited.
8. All applicable fire prevention and safety laws and regulations shall be complied with.

## ■Equipment and Infrastructure

Preparation, maintenance, and security measures for equipment, communication lines, and information systems required for exhibition shall be conducted at the Exhibitor’s own expense and responsibility.

## ■Liability for Damages

1. The Organizer and Secretariat shall bear no responsibility whatsoever for any accidents, damages, or losses caused by the Exhibitor or related parties.
2. Rights clearance for exhibited or distributed content shall be conducted at the Exhibitor's own expense and responsibility.
3. The Secretariat shall not be liable for damages arising from force majeure events, including theft, loss, fire, or damage.
4. The Exhibitor shall promptly compensate for any damage caused to exhibition facilities or equipment due to negligence of the Exhibitor or its related parties.
5. The Organizer and Secretariat shall not be liable for typographical errors or omissions in official websites or promotional materials.
6. In the event of suspension, postponement, or modification due to infectious disease countermeasures or related legal actions, no refunds shall be made.
7. Any projected visitor numbers are estimates only and are not guaranteed.

## ■Statistical Information

The Organizer and Secretariat may obtain and use access information (including IP addresses) related to online exhibition platforms. Such information shall not be provided to Exhibitors.

## ■Postponement, Modification, or Cancellation of the Exhibition

If the Exhibition is postponed, modified, or cancelled due to reasons attributable to the Secretariat, refunds shall be calculated on a pro rata basis based on remaining exhibition days. The Secretariat's liability shall be limited to such refunds.

## ■Force Majeure

The Organizer and Secretariat may postpone, modify, or cancel the Exhibition if it is determined that force majeure events make it difficult or impossible to hold the Exhibition, including but not limited to the following:

1. Emergency system maintenance
2. Computer or communication failures
3. Natural disasters
4. Social unrest or conflict
5. Governmental actions
6. Epidemics or pandemics
7. Shortages of utilities or resources
8. Labor disputes
9. Default of key contractors
10. Any other event not attributable to the Organizer or Secretariat

In such cases, no refunds shall be made, and the Exhibitor shall remain liable for all unpaid exhibition fees. The Organizer and Secretariat shall bear no liability for any damages incurred by the Exhibitor.

## ■Publication of Exhibitor Name

The Exhibitor agrees that the exhibitor name entered in the web registration form may be published by the Secretariat in promotional materials and on the official website of the Exhibition.