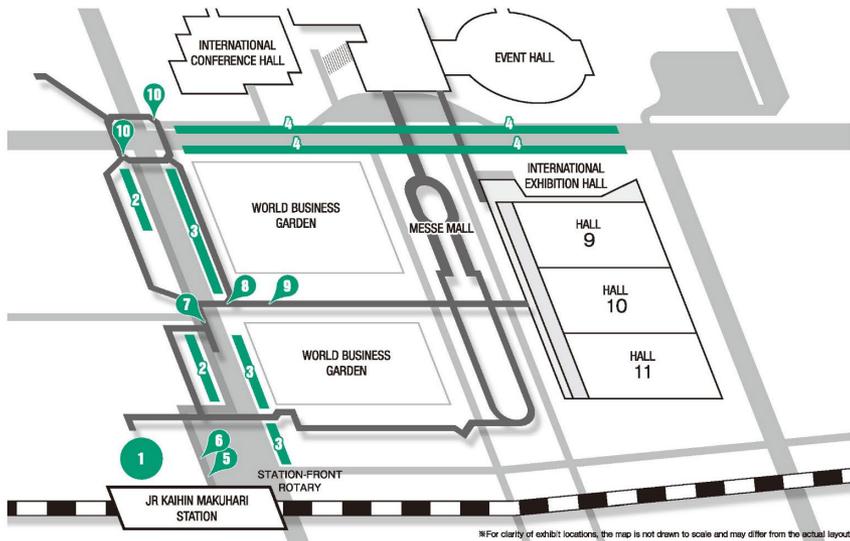


**TOKYO
GAME SHOW
2026**

Advertisement & Sponsorship

Update : 2026.2.10

Physical Ads (Makuhari Messe)



1 KAIHIN MAKUHARI Station Plaza Flag

[Advertising Specifications]

- Material: Fabric
- Size: W500mm X H2400mm (Variant/Both Sides)
- Finish: Data Output
- Location: Station Plaza

※Please contact OMO for more detail.

Purchase Unit: 10 sets / 1 Unit
Offering Unit: 1 Unit

JPY : **2,090,000** per unit

2 International Street Flag A

[Advertising Specifications]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street

Purchase Unit: 10 Sets / 1 Unit
Offering Unit: 1 Unit

JPY : **660,000** per unit

3 International Street Flag B

[Advertising Specifications]

- Material: Fabric
- Size: W450mm X H550mm (Both Sides)
- Finish: Data Output
- Location: International Street

Purchase Unit: 12 Sets / 1 Unit
Offering Unit: 1 Unit

JPY : **715,000** per unit

4 Messe Street Flag

[Advertising Specifications]

- Material: Fabric
- Size: W500mm X H1500mm (Variant/Both Sides)
- Finish: Data Output
- Location: Messe Street

※Please contact OMO for more detail.

Purchase Unit: 36 Sets / 1 Unit
Offering Unit: 1 Unit

JPY : **4,400,000** per unit

5 Station Plaza Arcade Banner

[Advertising Specifications]

- Material: Fabric
- Size: W3000mm X H800mm (Both Sides)
- Finish: Data Output
- Location: Station Front Shelter (Flat Covered Skew)

STATION-PLAZA ROTARY

JR KAIHIN MAKUHARI Sta.

Purchase Unit: 4 Boards (Both Sides) / 1 Unit
Offering Unit: 1 Unit

JPY : **1,980,000** per unit

6 Station Plaza Column-Covered Advertisement

[Advertising Specifications]

- Material: Fabric
- Size: W1230mm X H1800mm
- Finish: Data Output
- Location: Station Plaza (Flat Covered Skew)

STATION-PLAZA ROTARY

JR KAIHIN MAKUHARI Sta.

Purchase Unit: 4 Sets / 1 Unit
Offering Unit: 1 Unit

JPY : **825,000** per unit

7 Pedestrian Bridge Handrail Banner A

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W3000mm X H300mm
- Finish: Data Output
- Location: Pedestrian Bridge

Promenade at PLENA Makuhari Side

Purchase Unit: 16 Sheets / 1 Unit
Offering Unit: 1 Unit

JPY : **1,870,000** per unit

8 Pedestrian Bridge Handrail Banner B

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W3000mm X H300mm
- Finish: Data Output
- Location: Pedestrian Bridge

Promenade at Makuhari Messe Side

Purchase Unit: 14 Sheets / 1 Unit
Offering Unit: 1 Unit

JPY : **1,650,000** per unit

9 Skyway Column banner

[Advertising Specifications]

- Material: Fabric
- Size: W1100mm X H1500mm
- Finish: Data Output
- Location: Pedestrian Bridge

Purchase Unit: 2 Sheets / 1 Unit
Offering Unit: 1 Unit

JPY : **385,000** per unit

10 Pedestrian Bridge Entrance Renewal

Station Side / Makuhari Messe Side

[Advertising Specifications]

- Material: Fabric
- Station Side: W4000mm X H900mm (Both Sides)
- Makuhari Messe Side: W5400mm X H900mm (Both Sides)
- Finish: Data Output
- Location: Pedestrian Bridge Entrance at International Street

Purchase Unit: 2 Boards (Both Sides) / 1 Unit
Offering Unit: 1 Unit

JPY : **1,430,000** per unit



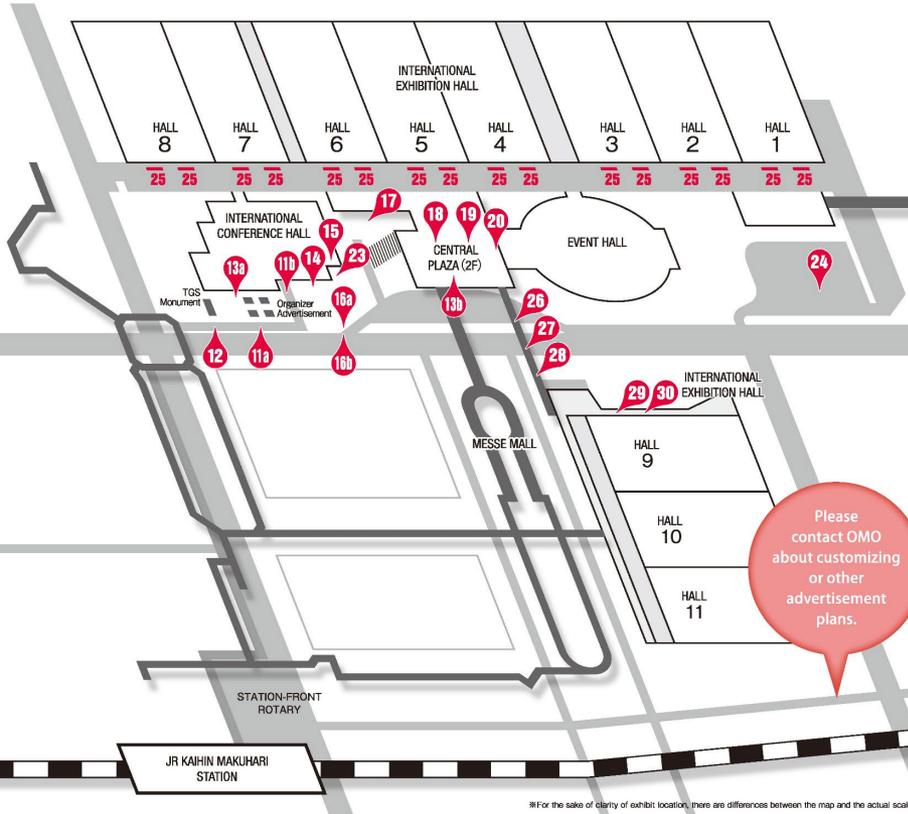
All applications for SPECIAL ZONE ADVERTISEMENT are required for prior screening to clear the advertisement insertion upon standard of the City of CHIBA. Please contact OMO for the advertising criteria.

Criteria for Special Zone Design in the City of CHIBA

- ▶ Do not spoil existing sceneries or interfere with traffic safety by using black or primary color(s) for the ground color.
- ▶ Do not spoil existing sceneries or interfere with traffic safety by using fluorescent paint, luminescent paint or reflective material, etc.
- ▶ To minimize the number of letters.

Submission Closing Date: Thursday, July 2, 2026. Application will be accepted upon criteria screening. Please contact OMO for detail of the criteria.

※Please contact OMO for more information about grommets and bag stitching. ※All ad sizes without units are expressed in mm. ※Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.



*For the sake of clarity of exhibit location, there are differences between the map and the actual scale.

Please contact OMO about customizing or other advertisement plans.

12 Arcade Hanging Banner NEW

[Advertising Specifications]

- Material: Fabric
- Size: W3000mm X H600mm (Both Sides)
- Finish: Data Output
- Location: Next to the International Conference Hall



JPY : **1,650,000** per unit

Purchase Unit: 7 Boards / 1 Unit
Offering Unit: 1 Unit

13a Arched Banner International Conference Hall

[Advertising Specifications]

- Material: Fabric
- Size: W8000mm X H2100mm
- Finish: Data Output
- Location: In Front Of International Conference Hall



JPY : **1,155,000** per unit

Purchase Unit: 8 Boards / 1 Unit
Offering Unit: 1 Unit

13b Arched Banner Central Plaza

[Advertising Specifications]

- Material: Fabric
- Size: W3000mm X H2100mm
- Finish: Data Output
- Location: Central Plaza



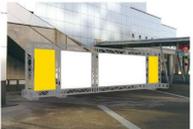
JPY : **715,000** per unit

Purchase Unit: 3 Boards / 1 Unit
Offering Unit: 1 Unit

14 Floor Map Banner International Conference Hall

[Advertising Specifications]

- Material: Fabric
- Size: W8500mm X H1750mm
- Finish: Data Output
- Location: Next to the International Conference Hall



JPY : **1,430,000** per unit

Purchase Unit: 2 Boards / 1 Unit
Offering Unit: 1 Unit

15 Column-Covered Advertisement at International Conference Hall

[Advertising Specifications]

- Material: Fabric
- Size: W11500mm X H1750mm
- Finish: Data Output
- Location: Column at International Conference Hall



JPY : **2,310,000** per unit

Purchase Unit: 12 Boards / 1 Unit
Offering Unit: 1 Unit

16a Plaza Billboard Banner Large / Small

[Advertising Specifications]

- Material: Fabric
- Size: (Large) ① W6600mm X H2970mm, ② W8000mm X H3200mm, (Small) ③ W3550mm X H3090mm, ④ W4560mm X H3090mm
- Finish: Data Output
- Location: Central Entrance Plaza



Multiple Banner Size
Large Banners in Height (2 Units): W5000mm X H2750mm
Large Banners in Height (3 Units): W5000mm X H3000mm
Large Banners in Width (2 Units): W4600mm X H2500mm

Large JPY : **1,100,000** per unit
Purchase Unit: 1 Side / 1 Unit | Offering Unit: 5 Units

Small JPY : **660,000** per unit
Purchase Unit: 1 Side / 1 Unit | Offering Unit: 2 Units

11a Arcade Banner WBS side

[Advertising Specifications]

- Material: Fabric (Mesh Tarpaulin)
- Size: W1480mm, 180mm X H2700mm (Single Side) X4 Sets
- Finish: Data Output
- Location: International Conference Hall



JPY : **880,000** per unit

Purchase Unit: 4 Sets / 1 Unit
Offering Unit: 2 Units

11b Arcade Banner International Conference Hall side

[Advertising Specifications]

- Material: Fabric (Mesh Tarpaulin)
- Size: ① W1500mm, 180mm X H3700mm (Single Side) X2 Sets, ② W1600mm, 180mm X H3600mm (Single Side) X2 Sets
- Finish: Data Output
- Location: International Conference Hall



JPY : **1,100,000** per unit

Purchase Unit: 4 Sets / 1 Unit
Offering Unit: 1 Unit

16b Plaza Billboard Back Banner

[Advertising Specifications]

- Material: Fabric
- Size: a-h
- Size: W8000mm X H3200mm
- Finish: Data Output
- Location: Central Entrance Plaza



Multiple Banner Size
2 Banners in Height (2 Units): W8000mm X H2700mm
2 Banners in Height (3 Units): W8000mm X H3000mm
2 Banners in Width (2 Units): W4600mm X H2500mm

JPY : **990,000** per unit

Purchase Unit: 1 Set / 1 Unit
Offering Unit: 8 Units

17 Spiral Staircase Banner

[Advertising Specifications]

- Material: Fabric
- Size: W8000mm X H3000mm
- Finish: Data Output
- Location: Column (Forside of Spiral Staircase at Central Entrance Plaza)



JPY : **1,540,000** per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

*Please be noted that 11a, 11b, 14, 15, 16a, and 16b will have grommets within 50mm from the outside on all sides. *All ad sizes without units are expressed in mm. *Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.

18 Entrance Canopy Banner

[Advertising Specifications]

- Material: Fabric
- Size: W17600mm X H3160mm
- Finish: Data Output
- Location: Entrance Canopy at Central Plaza



JPY : 1,540,000 per unit

Purchase Unit: 1 Sheet / 1 Unit
Offering Unit: 5 Units

19 Column-Covered AD Under Entrance Canopy

[Advertising Specifications]

- Material: Output Sheet
- Size: W900mm X H1800mm
- Finish: Data Output
- Location: Under Entrance Canopy



JPY : 660,000 per unit

Purchase Unit: 1 Sheet (4 Sides) / 1 Unit
Offering Unit: 1 Unit

24 Outdoor Stockroom Self-Standing fence Signage

NEW

[Advertising Specifications]

- Material: Fabric
- Size: W3650mm X H2050mm (Single Side)
- Finish: Data Output
- Location: West Parking Lot Visitor's Flow Line
- Target: Public Day Visitors (September 19 & 20 & 21 only)



JPY : 990,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 11 Units

25 Exhibition Hall Window Covered Advertisement

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1400mm X H6700mm
- Finish: Data Output
- Location: Veune North Side Room Window X 16 at Hall 1 through 8 North Side Windows (2 Spots Per Hall)



JPY : 1,100,000 per unit

Purchase Unit: 1 Board / 1 Unit (16 Sheets)
Offering Unit: 1 Unit

20 Event Hall Entrance Banner at Central Plaza

[Advertising Specifications]

- Material: Fabric
- Size: W5778mm X H1050mm
- Finish: Data Output
- Location: Event Hall Entrance



JPY : 385,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

21 Entrance Gate Welcome Board

[Advertising Specifications]

- Material: Fabric
- Size: W3650mm X H1750mm
- Finish: Data Output
- Location: 1F Entrance Gate/ Visitor's Flow Line
- Target: Public Day Visitors (September 19 & 20 & 21 only)



JPY : 1,210,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

26 Central Plaza Connecting Bridge Banner

[Advertising Specifications]

- Material: Fabric
- Size: W3400mm X H578mm X 2 Spots
- Finish: Data Output
- Location: Central Plaza Connecting Bridge



JPY : 495,000 per unit

Purchase Unit: Left&Right / 1 Unit
Offering Unit: 1 Unit

27 Connecting Bridge Glass Covered Advertisement

[Advertising Specifications]

- Material: Plastic Sheet
- Size: W1395mm X H700mm
- Finish: Data Output
- Location: Connecting Bridge Aisle
- (A) Hall 1-8 Side: 25 Faces
- (B) Hall 9-11 Side: 25 Faces
- (C) Hall 1-8 Side: 25 Faces
- (D) Hall 9-11 Side: 25 Faces



JPY : 2,035,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: (A)25 face (B)25 face (C)25 face (D)25 face

22 Entrance Self-Standing Banner

Location is decided upon consultation

[Advertising Specifications]

- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Based on Consultation



JPY : 660,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 7 Units

28 Connecting Bridge Banner

[Advertising Specifications]

- Material: Fabric (both sides)
- Size: @W2000mm X H800mm @W2000mm X H800mm (Single Side)
- Finish: Data Output
- Location: Connecting Bridge Aisle



JPY : 495,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 9 Units

29 Hall 9 (1st floor) Glass Banner in front of the Food Court

[Advertising Specifications]

- Material: Output Sheet (Single Side)
- Size: W1440mm X H2490mm
- Finish: Data Output
- Location: Window glass in front of food court in Hall 9 (1st floor)



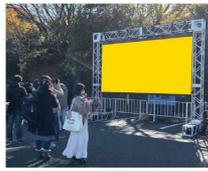
JPY : 385,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 10 Units

23 LED Vision 30-Second Video Advertisement (Central Square)

[Advertising Specifications]

- Location: Central Square
- Display format: 30 seconds per slot X maximum of 4 slots (rotation), Screen ratio 16:9
- Displayed days: 9/17 - 9/21 (5 Days)
- Inclusive Equipment: ①Truss / ②Audio speakers (2 units) / ③158-inch LED vision / ④Video player
- Supported files: MP4 (recommended) / 1920X1080X60P (recommended) / Maximum bit rate: 25 Mbps (CBR)
- Deadline for submission of video files: August 10 (Mon.). Please cooperate to strictly adhere to the deadline, as display and operation checks will be required.
- Please be sure to read the "Notes on Video Production" on the last page of the Real Advertisement Guide before applying.



JPY : 2,310,000 per unit

Purchase Unit: 1 Unit
Offering Unit: 4 Units

30 Hall 9 (2nd floor) Glass Banner in front of the Food Court

[Advertising Specifications]

- Material: Fabric
- Size: W8215mm X H950mm (Single Side)
- Finish: Data Output
- Location: Window glass in front of food court in Hall 9 (2nd floor)



JPY : 1,100,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 2 Units

31 Messe Parking Connecting Bridge Banner

[Advertising Specifications]

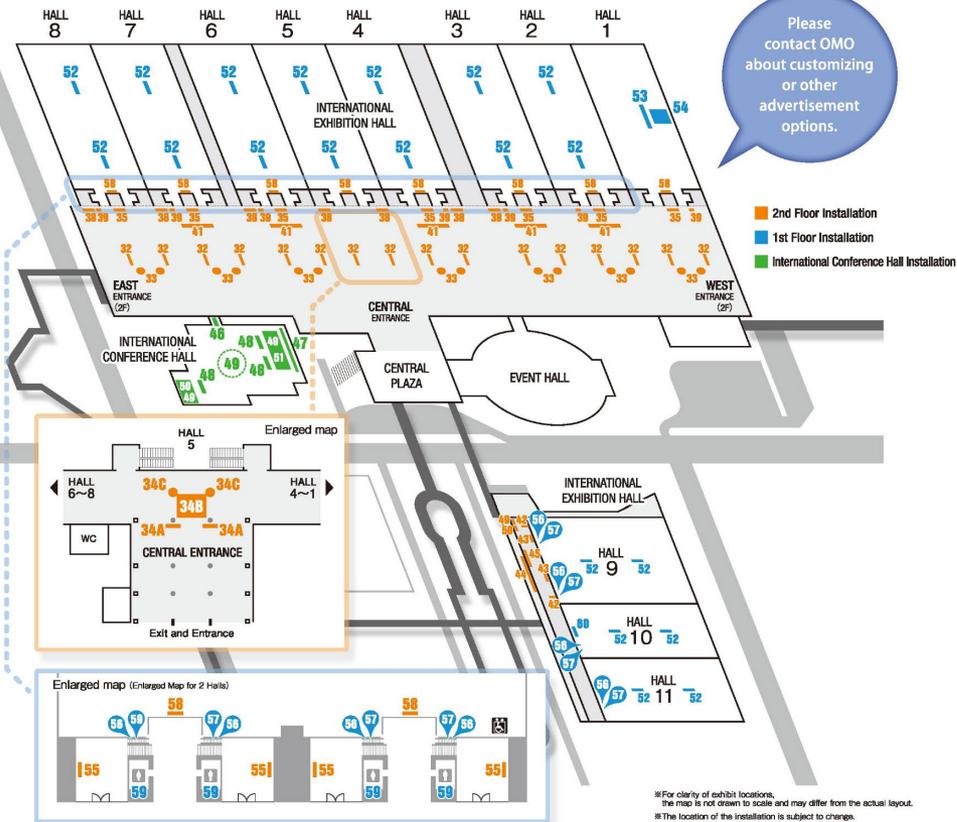
- Material: Fabric (Mesh Tarpaulin)
- Size: W8600mm X H1790mm
- Finish: Data Output
- Location: Connecting Bridge Upper Side at Makuhari Messe Parking



JPY : 1,045,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 1 Unit

*Please be noted that 18, 20, 21, 22, 24, 26, and 31 will have grommets within 50mm from the outside on all sides. *All ad sizes without units are expressed in mm. *Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.



34 Central Entrance Welcome Signage



Target: Business Day Visitors / Public Day Visitor and Re-Entry Visitors | Location: Central Entrance on the 2nd Floor

A Hanging Banner	[Advertising Specifications]	JPY : 935,000 per unit	Purchase Unit: 2 Sheets / 1 Unit Offering unit: 1 Unit
	<ul style="list-style-type: none"> Material: Fabric Size: W2700mm X H2700mm Finish: Data Output 		
B Floor Seal	[Advertising Specifications]	JPY : 77,000 per sqm	Purchase Unit: 1 Sheet / 1 Unit Offering Unit: 1 Unit
	<ul style="list-style-type: none"> Material: Plastic Sheet Size: Upon Consultation Finish: Data Output + Lamination 		
C Column Covered Advertisement	[Advertising Specifications]	JPY : 495,000 per unit	Purchase Unit: 2 Sheets / 1 Unit Offering Unit: 1 Unit
	<ul style="list-style-type: none"> Material: Fabric Size: W2600mm X H1800mm Finish: Data Output 		

32 Central Mall Banner

- [Advertising Specifications]
- Material: Woodwork Panel + Output Sheet
- Size: W6000mm X H900mm (both sides)
- Finish: Data Output
- Location: Central Mall



JPY : 550,000 per unit

Purchase Unit: 1 Sheet (both sides) / 1 Unit
Offering Unit: 16 Units

33 Central Mall Column Covered Signage

- [Advertising Specifications]
- Material: Fabric
- Size: W2600mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY : 495,000 per unit

Purchase Unit: 2 Sheets / 1 Unit
Offering Unit: 7 Units

35 Central Mall Glass Wall Signage

- [Advertising Specifications]
- Material: Woodwork Panel + Output Sheet
- Size: W7900mm X H2400mm
- Finish: Data Output
- Location: Glass Wall at Central Mall



JPY : 990,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 7 Units

36 Central Mall Self-Standing Banner

- [Advertising Specifications]
- Material: Fabric
- Size: W1800mm X H1800mm
- Finish: Data Output
- Location: Central Mall



JPY : 495,000 per unit

Purchase Unit: 1 Stand / 1 Unit
Offering Units: 15 (Minimum of 3 consecutive Stands)

*All ad sizes without units are expressed in mm. *Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.

37 Ad-Wall

Location is decided upon consultation

[Advertising Specifications]

- Material: Output Sheet
- Size: W850mm X H2300mm (4 sides)
- Finish: Data Output
- Location: Upon Consultation (in public spaces only)

[Options]

- A. With Catalog Pockets**
 - 8 Catalog Pockets Per Side
 - Additional Charge: JPY33,000 per side
- B. With Display Monitor**
 - 42-inch display monitor with speaker
 - Additional Charge: JPY260,000 per side



JPY : 495,000 per unit

Purchase Unit: 1 Wall (4 sides) / 1 Unit
Offering Unit: 7 Units

38 Entrance Banner

[Advertising Specifications]

- Material: Output Sheet
- Size: W2150mm X H1150mm
- Finish: Data Output
- Location: 2nd Floor Upper Entrance

※For more detail about the entrance area, please contact OMO.



JPY : 935,000 per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 7 Units

39 Entrance-side Banner

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W1980 X H2140mm (Single Side)
- Finish: Data Output
- Location: Glass Walls in Each Hall at Central Mall

※For more detail about the entrance area, please contact OMO.



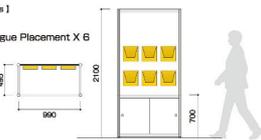
JPY : 440,000 per unit

Purchase Unit: 1 Board / 1 Unit
Offering Unit: 7 Units

40 Catalogue Display

[Advertising Specifications]

- Material: Flatbed + A4 Catalogue Placement X 6
- Location: Upon Consultation



JPY : 198,000 per unit

Purchase Unit: 1 Stand / 1 Unit
Offering Unit: 5 Units

41 Central Mall Upper Tilted Banner

[Advertising Specifications]

- Material: Output Sheet
- Size: W6700mm X H1000mm
- Finish: Data Output
- Location: Central Mall (H2, H3, H4, H5, H7)

※For more detail about the entrance area, please contact OMO.



JPY : 1,430,000 per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 5 Units

42 Hall 9 Esplanade Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm (Both Sides)
- Building Frame Size: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade



JPY : 605,000 per unit

Purchase Unit: 1 Board(both sides) / 1 Unit
Offering Unit: 2 Units

43 Hall 9 Esplanade Entrance and Exit Banner

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W1430mm X H1750mm (Single Side)
W1430mm X H4100mm
W1040mm X H4100mm
- Finish: Data Output
- Location: Entrance and Exit at Esplanade

Please note that visitor flow may be subject to change.



JPY : 1,320,000 per unit

Purchase Unit: 1 set (left and right) / 1 Unit
Offering Unit: 2 Units (South/North)

44 Hall 9 Esplanade Window Covered Advertisement

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W8700mm X H1700mm (Single Side)
- Finish: Data Output
- Location: Esplanade



JPY : 660,000 per unit

Purchase Unit: 1 Banner / 1 Unit
Offering Unit: 9 Units

45 Bench Banner

[Advertising Specifications]

- Material: Output Sheet
- Size: W400mm X H1500mm
- Finish: Data Output
- Location: Esplanade



JPY : 495,000 per unit

Purchase Unit: 10 Bench Banners / 1 Unit
Offering Unit: 1 Unit

46 International Conference Hall Bridge Stand Banner

[Advertising Specifications]

- Material: Fabric
- Size: W680mm X H2100mm
- Finish: Data Output
- Location: International Conference Hall / Business Meeting Area Connecting Bridge

※Business Days only (September 17 & 18)



JPY : 935,000 per unit

Purchase Unit: 6 Banners / 1 Unit
Offering Unit: 1 Unit

47 Business Meeting Area Hanging Banner

[Advertising Specifications]

- Material: Fabric
- Size: W2000mm X H1800mm
- Finish: Data Output
- Location: Business Meeting Area International Convention Hall only

※Business Days only (September 17 & 18)



JPY : 825,000 per unit

Purchase Unit: 4 Banners / 1 Unit
Offering Unit: 4 Units

48 Business Meeting Area Standing Banner

[Advertising Specifications]

- Material: Fabric
- Size: W680mm X H2100mm
- Finish: Data Output
- Location: Business Meeting Area Convention Hall A/B Entrance at International Conference Hall

※Business Days only (September 17 & 18)



JPY : 385,000 per unit

Purchase Unit: 2 Banners / 1 Unit
Offering Unit: 3 Units

49 Business Meeting Area & Business Lounge Wi-Fi Sponsorship

[Advertising Specifications]

- Material: Fabric
- Size: W600mm X H1600mm
- Finish: Data Output
- Location: 10 Appropriate Locations at Business Meeting Area

※Business Days only (September 17 & 18)



JPY : 1,210,000 per unit

Purchase Unit: 10 Banners / 1 Unit
Offering Unit: 1 Unit

42 Hall 9 Esplanade Banner

50 Business Lounge Table Seal Advertisement

[Advertising Specifications]

- Material: Output Sheet
- Size: W300mm X H300mm
40 Business Meeting Table (BD Seats)
- Finish: Data Output
- Location: Business Lounge at Business Meeting Area

※Business Days only (September 17 & 18)



JPY : 1,265,000 per unit

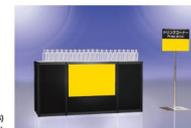
Purchase Unit: 80 Seals / 1 Unit
Offering Unit: 1 Unit

51 Business Meeting Area & Business Lounge Beverage Sponsorship

[Advertising Specifications]

- Inclusive Items:
 - Advertisement at Drink Counter
 - Advertisement on the Signage
 - Beverages
 - Beverage Distribution Staff
- Location: Business Meeting Area

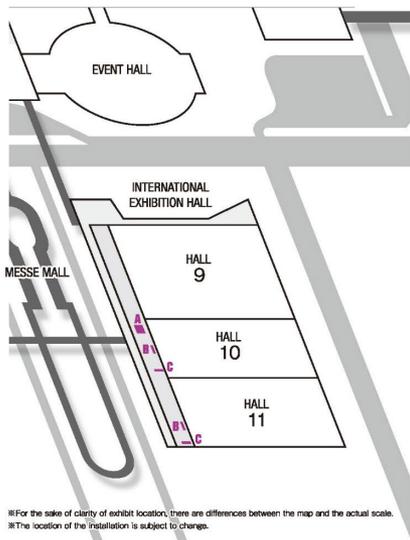
※Business Days only (September 17 & 18)
※Complimentary mineral water bottles are provided.



JPY : 825,000 per unit

Purchase Unit: 1 Sponsorship / 1 Unit
Offering Unit: 1 Unit

※ All ad sizes without units are expressed in mm. ※ Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.



All the design data must include:

Exhibiting Hall Number

Exhibiting Booth Number

TOKYO GAME SHOW 2026 logo

on the submission data.

- ▶ Application Deadline: July 21 (Tue.)
- ▶ Material Deadline: August 10 (Mon.)

※All ad sizes without units are expressed in mm.

※Banners will be discarded after the exhibition. If advertisers wish to take them home, please contact Management Office.

A Esplanade Floor Banner

[Advertising Specifications]

- Material: Output Sheet
- Size: W3600mm X D3000mm
- Finish: Data Output
- Location: Esplanade

Purchase Unit: 1 Banner / 1 Unit
Offering Unit: 1 Unit

JPY : **638,000** per unit

B Hall 10-11 Esplanade Entrance and Exit Banner

NEW

[Advertising Specifications]

- Material: Output Sheet
- Size: W1430mm X H1750mm (Single Side)
W1430mm X H4100mm
- Finish: Data Output
- Location: Entrance and Exit at Esplanade

Please note that visitor flow may be subject to change.

Purchase Unit: 1 set (left and right) / 1 Unit
Offering Unit: 2 Units

JPY : **1,320,000** per unit

C Hall 10-11 Esplanade Banner

[Advertising Specifications]

- Material: Woodwork Panel + Output Sheet
- Size: W3500mm X H900mm (Both Sides)
- Building Frame Size: W5000mm X H900mm
- Finish: Data Output
- Location: Esplanade

Purchase Unit: 1 Board (both sides) / 1 Unit
Offering Unit: 2 Units

JPY : **583,000** per unit

Notes for Data Submissions

All the design data must include

Exhibiting booth number,
hall number
(Makuhari Messe Hall 1-11)

and

The logo of
TOKYO GAME SHOW 2026

TGS2026 logo data can be downloaded from exhibitor's website.

https://nkbp.jp/tgs2026_logo

- ▶ Please submit the advertisement design data and an output sample as email attachments to tgs@congre.co.jp. Please add [Submission] at the beginning of the email subject line.
- ▶ No color proof will be available for approval. (Please let us know software application information such as application name, version, and operating system.)
- ▶ All materials must be sent with low-resolution PDF or color proof.
- ▶ The minimum resolutions for photography in the ad is 50 dpi. Higher resolution images are recommended.
- ▶ Data Format: Adobe Illustrator (Recommended), font-outlined data. ESP format is accepted.
- ▶ Actual scale size is recommended to submit for ads that are included blurring and drop shadow effects in Adobe Illustrator (CS6 or later versions) files.
- ▶ Production, posting and placement fees are included in the advertising fee. However, production costs will be charged separately in the case of a special image processing.
- ▶ All advertising contents are limited to TOKYO GAME SHOW exhibit contents.
- ▶ Actual advertising specification might be charged from the one on AD menu.
- ▶ Additional material production fee will be charged if the the deadline is passed.
- ▶ Please note that Photoshop data can only be handled as PSD data, not PSB data.
- ▶ Please submit your data with two layers: a text layer and a background layer.
- ▶ The resolution should be around 50 dpi for ads placed at high positions, and 100 to 150 dpi for ads at eye level.
- ▶ Advertisements for job change services and recruiting purposes are prohibited.

Notes for Data Submissions②

The contents will be screened in advance.

22 [Entrance Self-Standing Banner] Notes on design data production

- Please DO NOT violate CESA and CERO's Code of Ethics in the advertising material.
- CERO Z and other software for ages 18 and older cannot be included in the submitted materials.
- As with other menus, please be sure to design data MUST include **the Logo of TOKYO GAME SHOW 2026** and **exhibiting Booth Number**, and **Hall Number**.
- When preparing your banner, please review the "Notes for Entrance Self-Standing Banner" (https://events.nikkeibp.co.jp/tgs/2025/jp/exhibitor/tgs2026_c35_standing_banner_rule_en.pdf) and submit floor plans and elevations drawings in advance.

23 [LED Vision 30-second video advertisement] Notes on video production

- Please produce video contents that DO NOT violate CESA and CERO's Code of Ethics.
- CERO Z and other software for ages 18 and older cannot be included in the video.
- As with other menus, please be sure to display the **Hall Number, Booth Number, and TOKYO GAME SHOW Logo** in your video **at all times**.
- NO video contents substitutions are allowed.
- Depending on the situation, volume control and frequency control may be implemented.
- The LED Vision is water proof. As a general rule, the event will be held in all weather conditions.

29 [Glass Banner in front of the Food Court in Hall 9 (1st floor)]

30 [Glass Banner in front of the Food Court in Hall 9 (2nd floor)] Notes on design data production

- Please DO NOT violate CESA and CERO's Code of Ethics in the advertising material.
- CERO Z and other software for ages 18 and older cannot be included in the submitted materials.
- As the installation is located near the food court, we ask that you please avoid designs that may cause people to lose their appetites.
- As with other menus, please be sure to design data MUST include **the Logo of TOKYO GAME SHOW 2026** and **exhibiting Booth Number**, and **Hall Number**.

Giveaway・Media Ad

ID Lanyard Ad (With Holder)

Rate : 1 Unit JPY **9,900,000** (tax incl.)

■ In the case of bringing your own lanyard ■

Rate : 1 Unit JPY **5,500,000** (tax incl.)

- Purchase Unit: 1 Set/1 Unit
- Offering Unit: 1 Unit
- Material: Braided Cord
- Contents: Company Name・Brand Name・Logo
- Finish: One Color Print/Alligator Clip
- Distribution Date: Business Days
- Units Distributed: 60,000
- Distribution Locations:
Business Day Visitor ID and VIP ID

***If you are bringing your own lanyard, the application deadline will be different.
Application Deadline : June 30 (Tue.) / Delivery Deadline : July 31 (Fri.)**

*The use of lanyard owned by the advertiser is also possible. In that case, please contact TGS Overseas Management Office for details.

*Fees, number of slots, specifications, etc. are subject to change without notice.

*The fee is tax inclusive.



※写真はイメージです。

Giveaway・Media Ad B

Exhibitor Only

Application Deadline : July 22 (Wed.)

Material Deadline : July 31 (Fri.)

TGS2026 offers advertising space on the backside of the "Uchiwa (Hand Fan)" that will be distributed at the entrance of the venue.

Hand Fan Backside Ad

1 Unit

JPY **2,200,000** (tax incl.)

- Purchase Unit 1 Set/1 Unit
- Offering Unit 1 Unit
- Material Paper
- Size Diameter 21.3cm/Hole Diameter 3cm
(According to 2025 Hand Fan)
- Finish 4-Color Printing
- Distribution Date Public Days
- Distribution Number 70,000 sheets
- Distribution Location Public Day Entrance

*The submitted material will be screened prior to print.

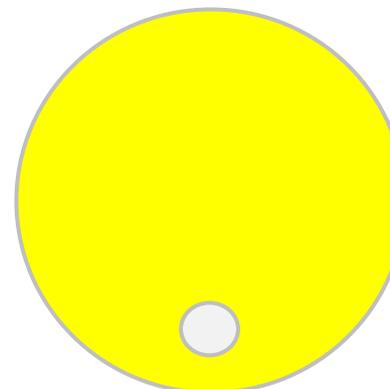
*Fee, Slot, Size and Material are subject to change without prior notice.

*The fee is tax inclusive.



*Sample Image

Surface (Produced by TGS)



Backside
(Advertising Space)

Indie Guidebook in TGS2026

Exhibitor Only

Application Deadline : July 24 (Fri.) Material Deadline : August 17 (Mon.)

To support the indie game area, TOKYO GAME SHOW 2026 will publish a booklet introducing the exhibitors and various indie game projects in the area. The booklet will be distributed free of charge to visitors of the indie game area from the first day of the show.

Date of issue: Thursday, September 17, 2026

**Distribution dates: Thursday, September 17, 2026
- Monday, September 21, 2026**

**Distribution location: Esplanade in front of Hall 10 at
Makuhari Messe, etc.**

**Circulation: 10,000 copies (Japanese edition),
3,000 copies (English edition)**

Format: A5 size, saddle stitch, left side up, 36 pages (tentative)



*Sample Image

The guidebook will be placed flat on the dedicated gate at the entrance of Hall 10 (2F), which is the entrance to the indie game area, and will be distributed to visitors of the area.

Booklet Contents

- Map of the Indie Game Area
- List of exhibitors in the Indie Game Area
- SELECTED INDIE 80 Exhibitors List
- Sense of Wonder Night 2026 Finalists
- Indie Game Area Sponsors
- Indie game industry topics, etc.

Space	Cover 4	Second Cover 2 Spread*	Cover 2*	Cover 3	4C1P
Size (length×width)mm	210×148	210×296	210×148	210×148	210×148
Rates (including tax)	JPY440,000	JPY440,000	JPY220,000	JPY220,000	JPY165,000

*Application for the cover is limited to one company each. Please note that the offer will end as soon as all spaces are sold out.

*Please note that if an application for either "Cover 2 Spread" or "Cover 2" is received first, the other will be closed.

*If you wish to submit an English ad manuscript for the English version, please prepare two manuscripts, one for the Japanese version and one for the English version.

*Fees, number of slots, specifications, etc. are subject to change without notice.

To download for more detail

<https://bit.ly/4c9Tm5V>

TOKYO GAME SHOW 2026

TGS2026 Trade Visitor Free Booklet

TGS NOW! 2026 for Business

Application Deadline : August 7 (Fri.)

Material Deadline : August 28 (Fri.)

TGS NOW! 2026 for Business, under the supervision of the magazine Nikkei Entertainment! , will include explanations of the latest trends that visitors to the business days should know about, as well as case studies, including interviews and analysis by experts, based on interviews and other research. It will also include schedules for the TGS Forum and official programs during the event. The English version will be distributed not only to overseas visitors to TGS, but also at overseas game events held in the fall of 2026 and beyond.

“TGS NOW! 2026 for Business” offers a menu that allows exhibitors to post advertisements. Please make use of this menu to deliver information about your company's game titles, products, and services to businesspeople and game fans in Japan and overseas.

Issue Date : September 17, 2026 (Thursday)

Distribution Date : Sep.17 (Thu.) ~ 18 (Fri.)

Circulation : 70,000 (Japanese) , 20,000 (English)

Format : Modified A4 Center-Stapled Left Opening with 24 pages
*Tentative

Application Deadline : August 7 (Fri.)

Material Deadline : August 28 (Fri.)



Space	Cover 4	Second Cover 2 Spread	Cover 3	4C1P	1 page, Advertorial (Interviews and photography available)	1 page, Advertorial (No interviews and photography)
Size (lengthxwidth)mm	280×210	280×420	280×210	280×210	280×210	280×210
Rates (including tax)	JPY1,210,000	JPY1,430,000	JPY605,000	JPY495,000	JPY825,000	JPY550,000

*Application for the cover is limited to one company each. Please note that the offer will end as soon as all spaces are sold out.

*If you wish to submit an English ad manuscript for the English version, please prepare two manuscripts, one for the Japanese version and one for the English version.

*If you wish to have a tie-up, we will arrange a date for the interview. Please note that we may not be able to accept tie-ups depending on the date of your application.

*Fees, number of slots, specifications, etc. are subject to change without notice.

Online Ads

(Call for Exhibitor Page Ad/
Business Matching System
/TGS Forum)

Call for Exhibitor Page Ad

Open to Non-Exhibitors

Application Deadline : April 10 (Fri.)

Material Deadline : Three business days prior to publication

Booth Contractor Company Ad.

1 Unit : JPY **330,000** (tax incl.)

Advertising menu for companies that provide exhibitors with equipment, fixtures, services, etc. around the exhibition booth
Banner on "Call For Exhibitor" Site

[Target Advertisers]

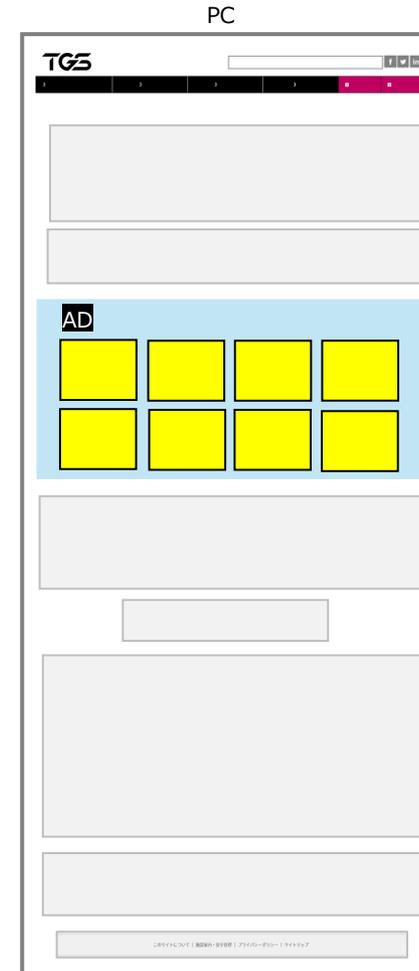
Booth management and construction companies, equipment rental companies (digital signage, LED panels, booth materials, cords, receivers, etc.), printing and transportation companies, novelty production companies, numbered ticket system providers, etc.

- **Posting: Call for Exhibitor Page (PC/Mobile) Top Page**
- **Offering Units: 8**
- **Expression: [PC/Mobile] Priority placement from the top left**
- **Running Period: 3 working days after submission through October 9, 2026 (planned)**
- **Guarantee: Fixed Period**
- **Size: [Image]W300×H250 pixels (50KB or less)**

*The advertising rates, offering units, and formats are subject to change without prior notice.

*The above price is tax inclusive.

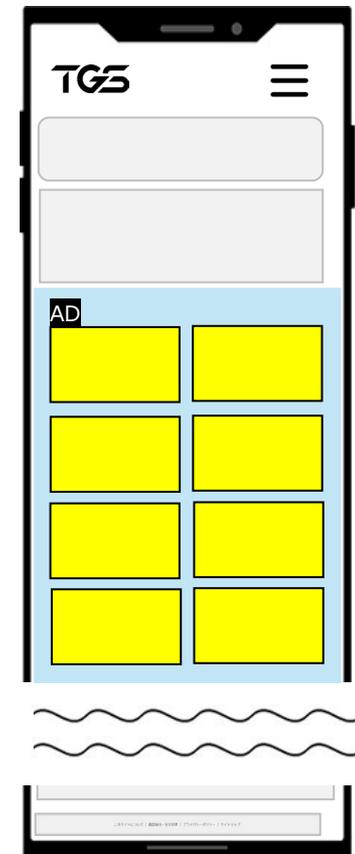
*Non-gaming-related companies are also welcome to submit advertisements.



*Sample Image

Ads on Call For Exhibitor Site

Smartphone



Notes for Online Advertisement

Notes for Application

- Applications will be accepted on a first-come, first-serve basis. Please check OMO for availability.
- All advertisement materials will be screening prior to uploading the data.
- Advertisers/Sponsors who wish to place advertisement have to agree on "TOKYO GAME SHOW 2026 Governing Rule". Please agree to the "Terms and Conditions" on the rule prior to the application submissions.
- Banner advertisements are guaranteed for a fixed period. Click rate and imp number are not guaranteed. (even the data of viewership will not be disclosed.)

*If there is an improper placement with the display, it will be handled during business hours.

TGS Management Office will not be responsible for any deficiencies in advertising during this period.

■ Banner Ad Material, Image File

- Any materials have to obey Computer Entertainment Software Ethic Rule (<https://www.cesa.or.jp/action/for-stakeholders/ethical-code/>) .
- Be sure to upload the linked site (landing page) by the day before the launching date.
- In case the advertisement contents are similar to the design (title, navigation, link button, etc.) on TGS ONLINE site, which causes misunderstanding by users, TGS Management Office may be asking to change the design.
- When the background is white, as a general rule, attach an outer frame. If the boundary between the advertisement and the site is unclear, the Management Office may ask you to change the design.

■ Data Submission

[Necessary Data File Format]

- ① GIF、JPEG、PNG file ONLY
- ② Link-up URL (1 link only)

※ Please send the form by email to the TGS Overseas Management Office (OMO)

tgs@conge.co.jp

Business Matching System Ad①

Exhibitor Only

Application Deadline : July 17 (Fri.)

Material Deadline : July 31 (Fri.)

This is an advertising menu in which the exhibitor's name is always displayed at the top of the screen on the top page of TGS Business Matching System used for business appointment. Exhibitors looking for business partners and participants with business purposes can easily see the advertisement, which is expected to increase opportunities for business negotiations.

Business Matching System First View Advertisement

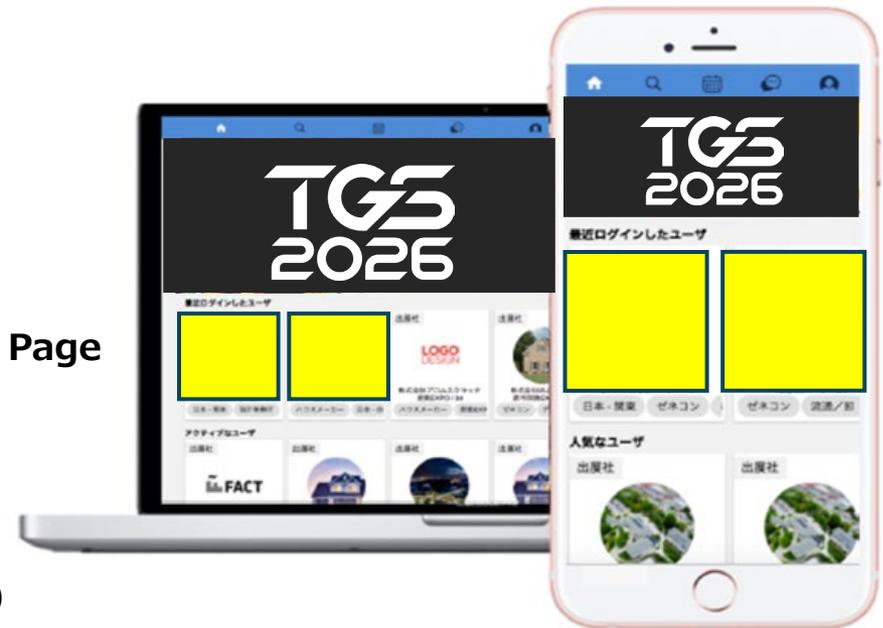
1 Unit : JPY **330,000**
(tax incl.)

- Posting: Business Matching System Exhibitor Page
- Target Advertiser : Service Provider
Game Developers
- Offering Units: 2
- Running Period:
August 7 through October 30, 2026 (planned)

*The above price is tax inclusive.

*Contents can be updated on this system as needed.
(Editing can be done on TGS Business Matching System.)

*This menu is available for exhibitors only.



* Sample Image

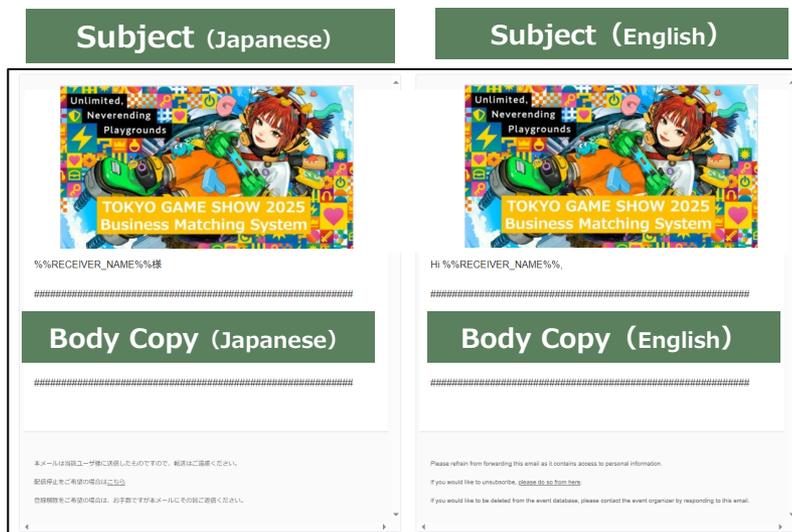
Application Deadline : **7 Business Days** prior to Delivery Date
Text Submission Deadline : **5 Business Days** prior to Delivery Date

Business Matching System Registrant Mail Blasting

Rate : 1 Unit **JPY220,000**
(tax incl.)

- Destination : TGS Business Matching System Registrant
- Number of Deliveries : Up to 1 Slot per 1 Business Day
- Display Format : HTML
- Delivery Period :
August 17 (Mon.) through September 16 (Wed.)
- *Sundays and holidays are not included.
- Text Submission :
 - Japanese
(Title) Within 30 characters with double byte
(Body Text) 38 double byte character X Up to 40 rows
(Link URL) Up to 1 link
 - English
(Title) Within 60 characters with single byte
(Body Text) 74 single byte character X Up to 40 rows
(Link URL) Up to 1 link

This is a targeted e-mail to Business Day visitors registered in TGS Business Matching System and exhibitors registered in TGS Business Matching System.
Simultaneous distribution in Japanese and English is available.



*Prices, number of slots, and specifications are subject to change without notice.

*The above price is tax inclusive.

*This menu is available to exhibitors only. In addition, this menu is limited to exhibitors for the purpose of business meeting promotion and exhibition promotion.

Application Deadline : June 12 (Fri.)

Material Deadline : September 4 (Fri.)

The sponsor's video ad (30 seconds or less) will be distributed before the start of the sponsorship session.

TGS Forum Video Commercial

JPY 330,000 (tax incl.)

※Available Slots: 4

【 Sponsorship Outline 】

- For sponsors of sponsorship sessions, the ad can also be shown before their own session.
* The number of distribution before the sponsorship session begins will vary depending on the number of sponsorships secured (up to 22 slots over two days).
- The video ad will be played before the start of the seminar not only online but also in the seminar venue.
- Video data will be delivered to OMO as pre-recorded package. (Data Format : MP4)

【Pre-Recorded Data Closing Date : September 4 (Fri.) 】

■ Streaming Timeline Image

<SR> :Regular Session (60 min.) <SS> : Short Session (30 min.)、<A> : Video Commercial 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
			A	SS-13	A	SS-14	A
				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
Short 60 pax	A	SS-20	A	SS-21	A	SS-22	A
			A	SS-23	A	SS-24	A
				A	SS-25	A	SS-26

< To Apply >

Please contact OMO to confirm the availability of slots before applying.

*Participation in this project is limited to exhibitors at the real venue or online exhibitors.

*If more than one company applies, the order of delivery of video ads will be in the order of application receipt.

To download for more detail

<https://nkbp.jp/4r8YUm2>

Sponsorship Program

TGS2026 Overseas Event Briefing Sponsorship

At TGS2025, over 600 overseas game-related companies and organizations from 47 countries and regions exhibited, and this number is expected to continue growing. Business attendees also surpassed 100,000, solidifying its position as a world-leading game event. To meet the growing information needs of overseas exhibitors, we are holding TGS2026 briefing sessions in major cities worldwide.

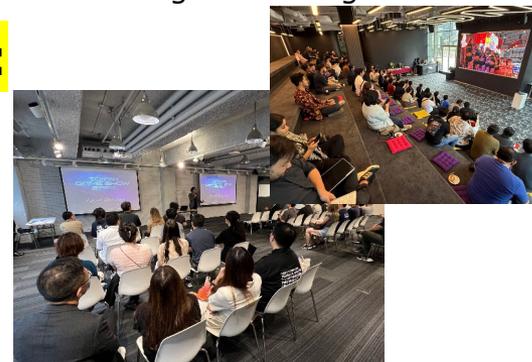
We invite you to consider participating as a sponsor in events where key local companies and organizations gather.

Overseas Event Briefing Sponsorship Menu Fee:
JPY 440,000 / 1 location (tax incl.)

■ Sponsorship Benefits

1. **Logo on the main screen at the presentation**
2. **Display a banner at the catering venue as a "Catering Sponsor"**
3. **Distribution of novelty items**

■ **Meeting Scale: 30-50 pax (mainly game industry professionals)**



Schedule & Location			Deadline
February 20 (Fri.)	: Bangkok	(Thailand)	Contact Us
February 24 (Tue.)	: Ho Chi Minh	(Vietnam)	Contact Us
February 27 (Fri.)	: Seoul	(South Korea)	Contact Us
March 2 (Mon.)	: Taipei	(Taiwan)	Contact Us
March 16 (Mon.)	: Vancouver	(Canada)	February 16 (Mon.)
March 18 (Wed.)	: Montreal	(Canada)	February 18 (Wed.)
March 24 (Tue.)	: Shenzhen	(China)	February 24 (Tue.)
March 27 (Fri.)	: Chengdu	(China)	February 26 (Thu.)
March 30 (Mon.)	: Jakarta	(Indonesia)	March 2 (Mon.)

Schedule & Location			Deadline
April 1 (Wed.)	: Kuala Lumpur	(Malaysia)	March 4 (Wed.)
April 2 (Thu.)	: Singapore		March 5 (Thu.)
April 8 (Wed.)	: Hong Kong		March 11 (Wed.)
April 10 (Fri.)	: Manila	(Philippines)	March 13 (Fri.)
April 30 (Thu.)	: Mumbai	(India)	April 2 (Thu.)
May 3 (Sun.)	: Riyadh	(Saudi Arabia)	April 3 (Fri.)
May 5 (Tue.)	: Abu Dhabi	(United Arab Emirates)	April 7 (Tue.)
May 7 (Thu.)	: Istanbul	(Turkey)	April 9 (Thu.)

* Dates and cities are subject to change.

[Exhibit Target]

Game IP Content Platforms, Game-related Service Providers, Game Publishers, Game Marketplaces, Regional Game Associations and Government agencies, etc.

To download for more detail



To Contact

TGS Overseas Management Office (OMO)

【E-mail】

tgs@congre.co.jp

For Mainland China:

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

Phone: +86-156-9213-4311

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

WeChat: xuehui481765

For Taiwan:

c/o Service Industry Promotion Center Taiwan External Trade
Development Council (TAITRA)

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

E-mail : martinteng@taitra.org.tw

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

TGS2026 Advertising & Sponsorship Application Form

Company/Organization Name:		*Please send the form by email to the TGS Overseas Management Office (OMO). Email: tgs@congre.co.jp The application will be accepted on a first-come, first-serve basis. Please see each proposal for the following applications. • Indie Guidebook in TGS2026 Advertisement • TGS Forum Video Commercial • TGS2026 Overseas Event Briefing Sponsorship Menu
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Invoice Company Name:	Division/Dept.:	Name:
Address:		
TEL:	E-mail:	

No.	Menu	Purchasing Unit	Rate (tax inclusive)	Units To Apply	Total (tax inclusive)	Processing after the end of the event
SPECIAL ZONE OUTDOOR ADVERTISEMENT <small>Closing Date: July 2 (Thu.)</small>	1	KAIHIN MAKUHARI Station Plaza Flag	10 Sets	¥2,090,000		Carry Out / Dispose
	2	International Street Flag A	10 Sets	¥660,000		Carry Out / Dispose
	3	International Street Flag B	12 Sets	¥715,000		Carry Out / Dispose
	4	Messe Street Flag	35 Sets	¥4,400,000		Carry Out / Dispose
	5	Station Plaza Arcade Banner	4 Boards (Both Sides)	¥1,980,000		Carry Out / Dispose
	6	Station Plaza Column-Covered Advertisement	4 Sets	¥825,000		Carry Out / Dispose
	7	Pedestrian Bridge Handrail Banner A	16 Sheets	¥1,870,000		
	8	Pedestrian Bridge Handrail Banner B	14 Sheets	¥1,650,000		
	9	Skyway Column banner	2 Sheets	¥385,000		Carry Out / Dispose
	10	Pedestrian Bridge Entrance (Station Side/Makuhari Messe Side)	2 Boards (Both Sides)	¥1,430,000		Carry Out / Dispose
Outdoor Ads <small>Closing Date: July 21 (Tue.)</small>	11a	Arcade Banner (WBG side)	4 Sets	¥880,000		Carry Out / Dispose
	11b	Arcade Banner (International Conference Hall side)	4 Sets	¥1,100,000		Carry Out / Dispose
	12	Arcade Hanging Banner	7 Boards	¥1,650,000		
	13a	Arched Banner (International Conference Hall)	8 Boards	¥1,155,000		Carry Out / Dispose
	13b	Arched Banner (Central Plaza)	3 Boards	¥715,000		Carry Out / Dispose
	14	Floor Map Banner (International Conference Hall)	2 Boards	¥1,430,000		Carry Out / Dispose
	15	Column-Covered Advertisement at International Conference Hall	12 Boards	¥2,310,000		Carry Out / Dispose
	16a	Plaza Billboard Banner (Large)	1 Side	¥1,100,000		Carry Out / Dispose
		Plaza Billboard Banner (Small)	1 Side	¥660,000		Carry Out / Dispose
	16b	Plaza Billboard Back Banner	1 Set	¥990,000		Carry Out / Dispose
	17	Spiral Staircase Banner	1 Board	¥1,540,000		Carry Out / Dispose
	18	Entrance Canopy Banner	1 Sheet	¥1,540,000		Carry Out / Dispose
	19	Column-Covered AD Under Entrance Canopy	1 Sheet (4 Sides)	¥660,000		
	20	Event Hall Entrance Banner at Central Plaza	1 Board	¥385,000		Carry Out / Dispose
	21	Entrance Gate Welcome Board	1 Board	¥1,210,000		Carry Out / Dispose
	22	Entrance Self-Standing Banner	1 Board	¥660,000		Carry Out / Dispose
	23	LED Vision 30-Second Video Advertisement (Central Square)	1 Unit	¥2,310,000		
	24	Outdoor Stockroom Self-Standing fence Signage	1 Board	¥990,000		Carry Out / Dispose
	25	Exhibition Hall Window Covered Advertisement	1 Board (16 Sheets)	¥1,100,000		
	26	Central Plaza Connecting Bridge Banner	Left&Right	¥495,000		Carry Out / Dispose
	27	Connecting Bridge Glass Covered Advertisement	1 Board	¥2,035,000		
28	Connecting Bridge Banner	1 Board	¥495,000		Carry Out / Dispose	
29	Glass Banner in front of the Food Court in Hall 9 (1st floor)	1 Board	¥385,000			
30	Glass Banner in front of the Food Court in Hall 9 (2nd floor)	1 Board	¥1,100,000			
31	Messe Parking Connecting Bridge Banner	1 Board	¥10,450,000		Carry Out / Dispose	
Indoor Ads <small>Closing Date: July 21 (Tue.)</small>	32	Central Mall Banner	1 Sheet (both sides)	¥550,000		
	33	Central Mall Column Covered Signage	2 Walls	¥495,000		Carry Out / Dispose
	34	Central Entrance Welcome Signage[A]	2 Sheets	¥935,000		Carry Out / Dispose
		Central Entrance Welcome Signage[B]	1 Sheet	¥77,000/㎡~		
		Central Entrance Welcome Signage[C]	2 Sheets	¥495,000		Carry Out / Dispose
	35	Central Mall Glass Wall Signage	1 Board	¥990,000		
	36	Central Mall Self-Standing Banner	1 Stand	¥495,000		Carry Out / Dispose
	37	Ad-Wall	1 Wall (4 sides)	¥495,000		
	38	Entrance Banner	2 Banners	¥935,000		
	39	Entrance-side Banner	1 Board	¥440,000		
	40	Catalogue Display	1 Stand	¥198,000		
	41	Central Mall Upper Tilted Banner	2 Banners	¥1,430,000		
	42	Hall 9 Esplanade Banner	1 Board(both sides)	¥605,000		
	43	Hall 9 Esplanade Entrance and Exit Banner	1 set (left and right)	¥1,320,000		
	44	Hall 9 Esplanade Window Covered Advertisement	1 Banner	¥660,000		
	45	Bench Banner	10 Bench Banners	¥495,000		
	46	International Conference Hall Bridge Stand Banner	6 Banners	¥935,000		Carry Out / Dispose
	47	Business Meeting Area Hanging Banner	4 Banners	¥825,000		Carry Out / Dispose
	48	Business Meeting Area Standing Banner	2 Banners	¥385,000		Carry Out / Dispose
	49	Business Meeting Area & Business Lounge Wi-Fi Sponsorship	10 Banners	¥1,210,000		Carry Out / Dispose
	50	Business Lounge Table Seal Advertisement	80 Seals	¥1,265,000		
51	Business Meeting Area & Business Lounge Beverage Sponsorship	1 Sponsorship	¥825,000			
52	Hanging Banner in Exhibition Hall	1 Board (Both Side)	¥660,000		Carry Out / Dispose	
53	Public Day Entrance Banner	2 Banners	¥2,310,000		Carry Out / Dispose	
54	Public Day Entrance Floor Seal Banner	2 Banners	¥2,310,000			
55	Gate Lobby Banner at 2nd Floor	1 Banner	¥1,210,000			
56	Escalator Banner (Glass Surface)	28 Banners	¥935,000			
57	Escalator Foot Rail Banner	2 Banners	¥385,000			
58	2nd Floor Balcony Banner at Hall 1-8	1 Banner	¥605,000		Carry Out / Dispose	
59	Restroom Sticker Advertising	Each Hall	¥825,000			
60	Hall 10 Public Day Entrance Banner	2 Banners	¥1,980,000		Carry Out / Dispose	
61	Cosplay Area Guide Banner <small><Closing Date: June 2 (Tue.)></small>	1 Wall	¥132,000			
Indie Game Area Advertisement <small>Closing Date: July 21 (Tue.)</small>	A	Esplanade Floor Banner	1 Banner	¥638,000		
	B	Hall 10-11 Esplanade Entrance and Exit Banner	One set (left and right)	¥1,320,000		
	C	Hall 10-11 Esplanade Banner	1 Board (Both Side)	¥583,000		
Giveaway Ads	A	ID Lanyard Ad	1 Set	¥9,900,000		
		ID Lanyard Ad (In the case of bringing your own)	1 Set	¥5,500,000		
	B	Hand Fun Backside Ad	1 Set	¥2,200,000		
TGS NOW! 2026 for Business Advertisement	Cover 4	1 Space	¥1,210,000			
	Cover 2 Spread	1 Space	¥1,430,000			
	Cover 3	1 Space	¥605,000			
	1 page, 4-color	1 Space	¥495,000			
	1 page, Advertorial (Interviews and photography available)	1 Space	¥825,000			
1 page, Advertorial (No interviews and photography)	1 Space	¥550,000				
Call for Exhibitor Page Ad	Booth Contractor Company Ad <small><Closing Date: April 10 (Fri.)></small>	1 Set	¥330,000			
Business Matching System Ad	①	Business Matching System First View Advertisement	1 Set	¥330,000		
	②	Business Matching System Registrant Mail Blasting	1 Set	¥220,000		

*Banners will be discarded after the exhibition. If you wish to take them home, please contact Overseas Management Office.

Note for payment:

- ※Upon receiving the application form, the OMO will send the confirmation. The date will be set as contract completion date.
- ※Upon receiving the application form, the OMO will issue an invoice. Handling charge (JPY 3,000) will be added to the advertising and sponsorship fee as administrative procedures. Please settle the payment by the deadline on the invoice.
- ※The full application amount will be charged if you cancel after the contract completion date.

Invoicing Price (Total)	
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