

# TOKYO GAME SHOW 2026

30<sup>TH</sup>  
ANNIVERSARY

Visitor Recruitment Site:  
Online Advertising Guide

Ver. 01 / 2026.02.10

## **1** Last Year 's Results – P03

Official Website Last Year's Performance	– P04
Last Year's Data	– P05

## **2** Online Ad Menu – P6

Online Ad Menu	– P7
----------------	------

## **3** Online Advertising Packages – P8

Online Advertising Packages	– P9
-----------------------------	------

## **4** Online Advertising À La Carte Menu – P10

Banner Ads	– P11
Sponsored Articles	– P15
Sponsored Articles Options	– P16
Video Ads	– P17

## **5** Applications & Schedule – P18

Schedule	– P19
Applications & Inquiries	– P20
Submission Guidelines	– P21
Submission Guidelines & Notes   Banner Ads	– P22
Submission Guidelines & Notes   Sponsored Articles	– P23
Submission Guidelines & Notes   Video Ads	– P24
Submission Guidelines & Notes   Other	– P25

## **6** Tokyo Game Show 2026 Sponsorship & Advertising Terms – P26

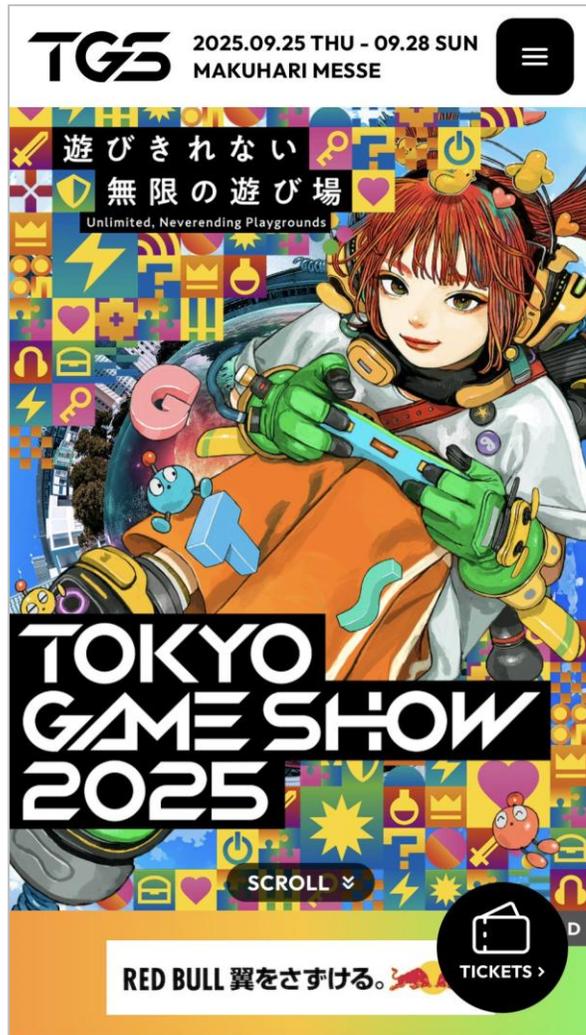
Tokyo Game Show 2026 Sponsorship & Advertising Terms	– P27
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## ① Last Year's Results



# Official Website: Last Year's Results



## Access Statistics

Page Views 10million~PV

Last year's site PVs

Web-only advertising value: approx. JPY 1.66 billion

Source: TGS Official Report

## Media Coverage

Web Mentions 4,700

Source: TGS Official Report

## Website Content

Overview

Tickets

Exhibitors

Access

News

Stage

Livestreams

Organizer  
Events

etc.

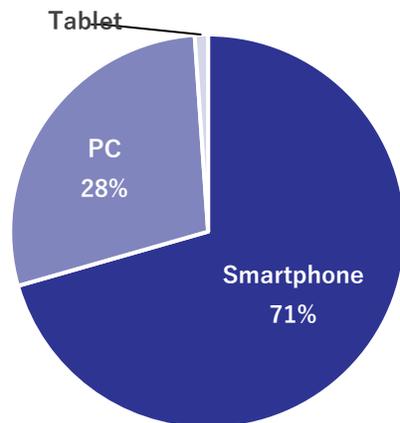
The official website is the central hub for all TGS information.

• Last Year's Results: 1,136 exhibitors, 263,101 visitors

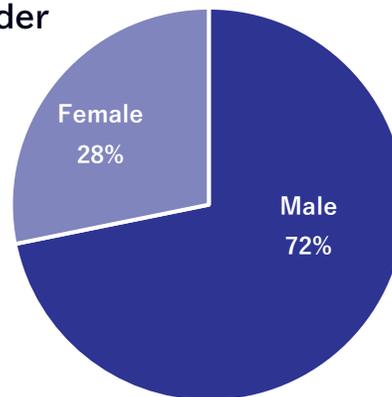
# Last Year's Data

## Access Statistics

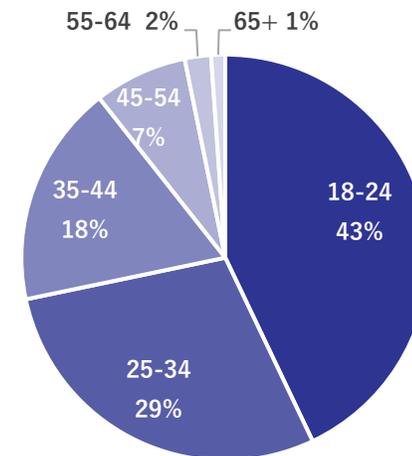
### By Device



### By Gender

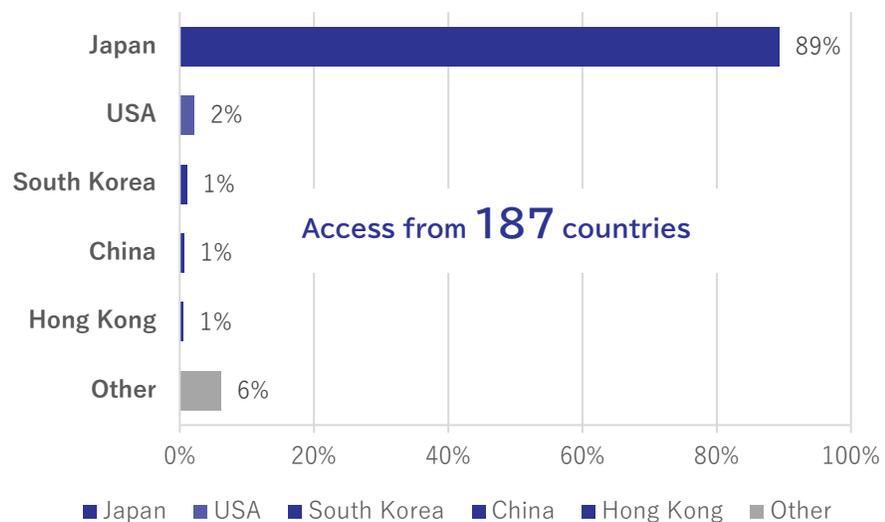


### By Age

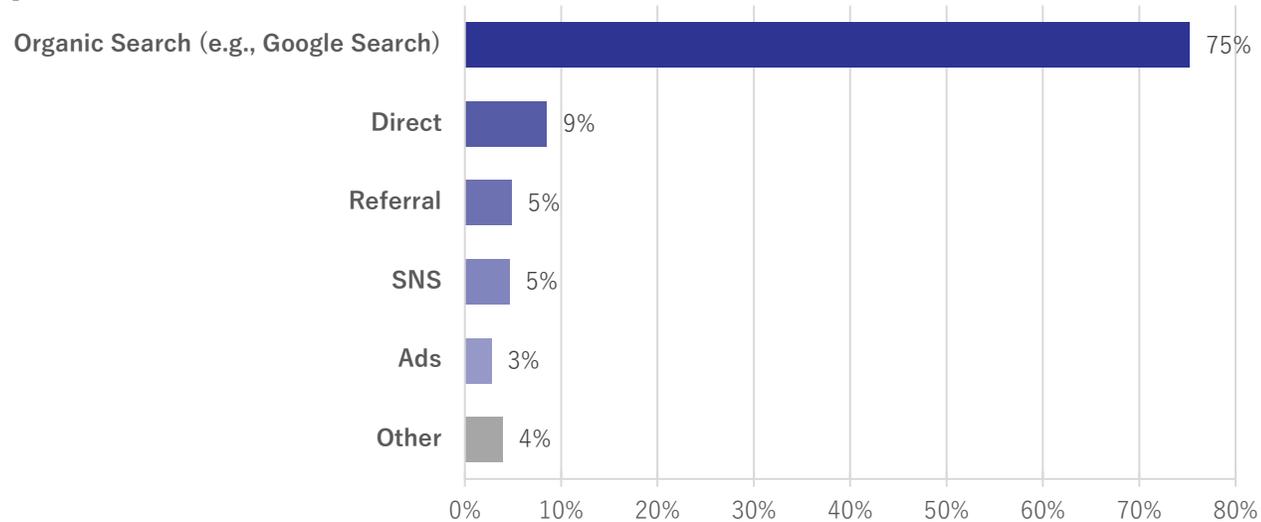


\*Data for ages 17 and under is unavailable.

### By Country



### Traffic Source





## 2 Online Ad Menu



# Online Ad Menu

## Online Ad Menu

We offer 7 individual ad options and a package including banners and an official X post.

Sponsorship Category	Banner				Article Ad	Video Ads
	1 Below First View	2 Tickets Page	3 Exhibitor Intro Page	4 News Page	5 Sponsored Article	6 Video Ad
Number of Slots	15	10	10	10	10	4
Price (JPY in thousands, tax include)	165	110	110	88	1,100	660
Package (JPY tax include)	440 (5 slots)				—	—

Custom plans are available. Please contact us for options not listed here.



## ③ Online Ad Packages



## Awareness Package

Early Bird Price: **JPY 440,000** (tax include) Regular Price: **JPY 495,000** (tax include)

Reach prospective attendees, game fans, and industry professionals before, during, and after the event via official TGS digital channels. Engage a broad audience, from casual users to core fans.

Number of Slots

**5** slots

Early Bird Application Deadline

**March 31** (Tue) by **11:59pm**

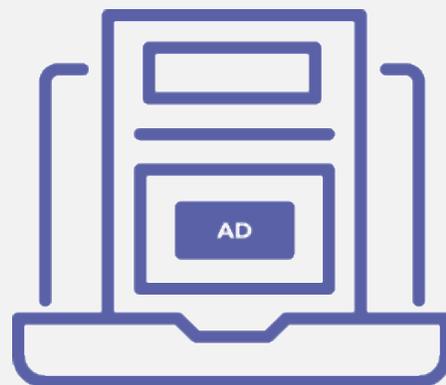
Regular Application Deadline

**June 23** (Tue) by **11:59pm**

Data Submission Deadline

**June 30** (Tue) by **6:00pm**

Banner Ad Set



1. Below First View
2. Ticket Page
3. Exhibitor List Page
4. News Page

\*For details, please refer to the individual ad menu.



## ④ Online Advertising: Standalone Menu



# Banner Ads

## 1 Banner Below TOP First View

Price: 1 Slot **JPY 165,000** (tax include)

High-impresion ad with maximum visibility and strong visual impact.

Application Deadline

June 23 (Tue) by 11:59pm

Number of Slots

15

Data Submission Deadline

June 30 (Tue) by 6:00pm

slots

Ad Placement PC & Smartphone TOP pages

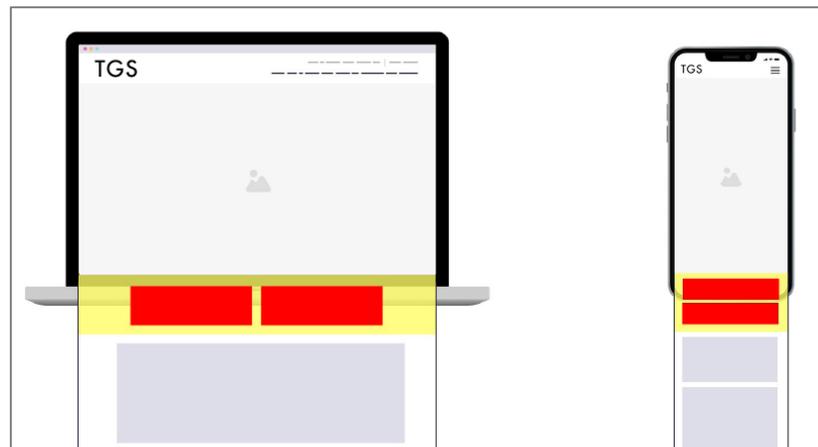
Display Format [PC] 2-slot rotation  
[Smartphone] 2-slot rotation

Posting Period July 8 - Oct 31, 2026 (tentative)

Guarantee Type Fixed Period

Submission Size [Image] 520 (W) x 100 (H) pixels

### ▼Ad Display Image



### Banner Position (Planned)



TOP Page  
Planned for upper area

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

## 2 Ticket Page Banner

Price: 1 Slot **JPY 110,000** (tax include)

Highly visible banner ads on the ticket page, reaching both business and general attendees.

Application Deadline

**June 23** (Tue) by **11:59pm**

Number of Slots

**10**

Data Submission Deadline

**June 30** (Tue) by **6:00pm**

slots

Ad Placement PC & Smartphone TOP pages only

Display Format [PC] Rotating display (4 slots)  
[Smartphone] Rotating display (4 slots)

Posting Period July 8 - Oct 31, 2026 (tentative)

Guarantee Type Fixed Period

Submission Size [Image] 300 (W) x 250 (H) pixels

### ▼Ad Display Image



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

## 3 Exhibitor PageBanner

Price: 1 Slot **JPY 110,000** (tax include)

Banner ads on the exhibitor list page for broad visibility.

Application Deadline

**June 23** (Tue) by **11:59pm**

Data Submission Deadline

**June 30** (Tue) by **6:00pm**

Number of Slots

**10**

slots

Ad Placement PC & Smartphone TOP pages only

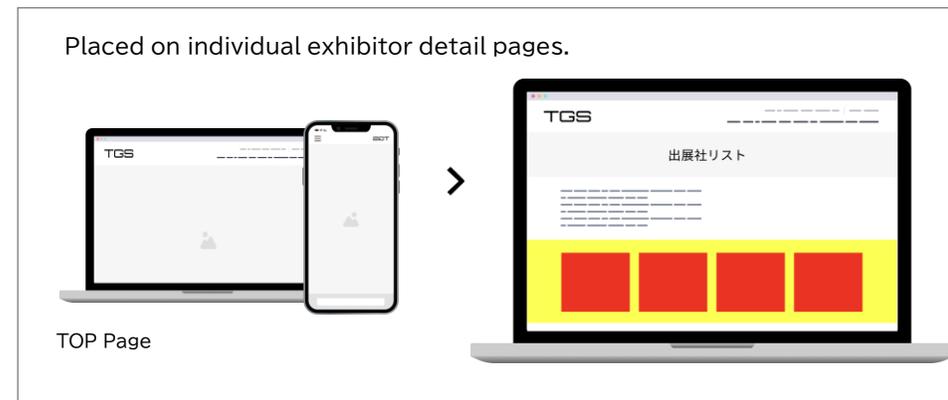
Display Format [PC] Rotating display (4 slots)  
[Smartphone] Rotating display (4 slots)

Posting Period July 8 - Oct 31, 2026 (tentative)

Guarantee Type Fixed Period

Submission Size [Image] 300 (W) x 250 (H) pixels

### ▼Ad Display Image



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

## 4 News Page Banner

Price: 1 Slot **JPY 88,000** (tax include)

High-impact banner ads on press release and news pages.

Application Deadline

**June 23** (Tue) by **11:59pm**

Number of Slots

**10**

Data Submission Deadline

**June 30** (Tue) by **6:00pm**

slots

Ad Placement  
Displayed on news article pages (PC & smartphone).  
(Press releases, news, exhibitor news)

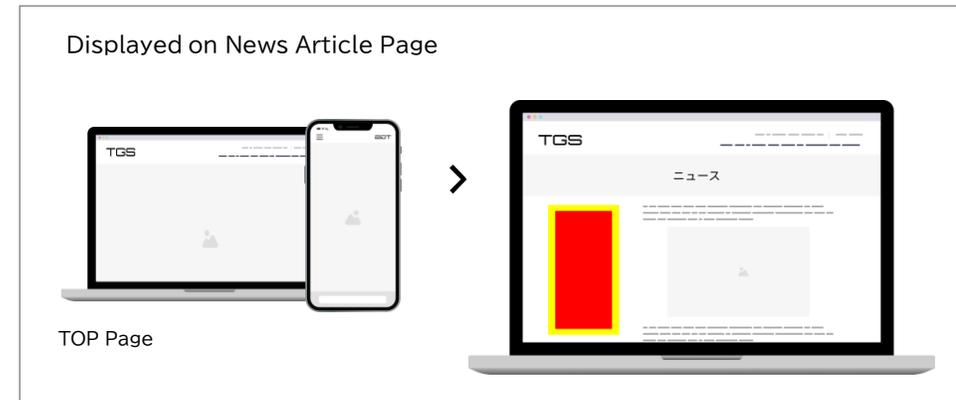
Display Format  
[PC] Rotating display (1 slot)  
[Smartphone] Rotating display (1 slot)

Posting Period  
July 8 - Oct 31, 2026 (tentative)

Guarantee Type  
Fixed Period

Submission Size  
[Image] 250 (W) x 500 (H) pixels

### ▼Ad Display Image



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

\*Late submissions will delay ad posting.

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

## 5 Sponsored Articles (Client-Provided Content)

Price: 1 Slot **JPY 1,100,000** (tax include)

※Pricing may vary for customized plans or proposals.  
Please contact us for details.

Naturally convey the appeal of your products and services.

Application Deadline (Client-Provided Content)

**June 23** (Tue) by **11:59pm**

Data Submission Deadline (Client-Provided Content)

**June 30** (Tue) by **6:00pm**

Total Slots

**5**

slots

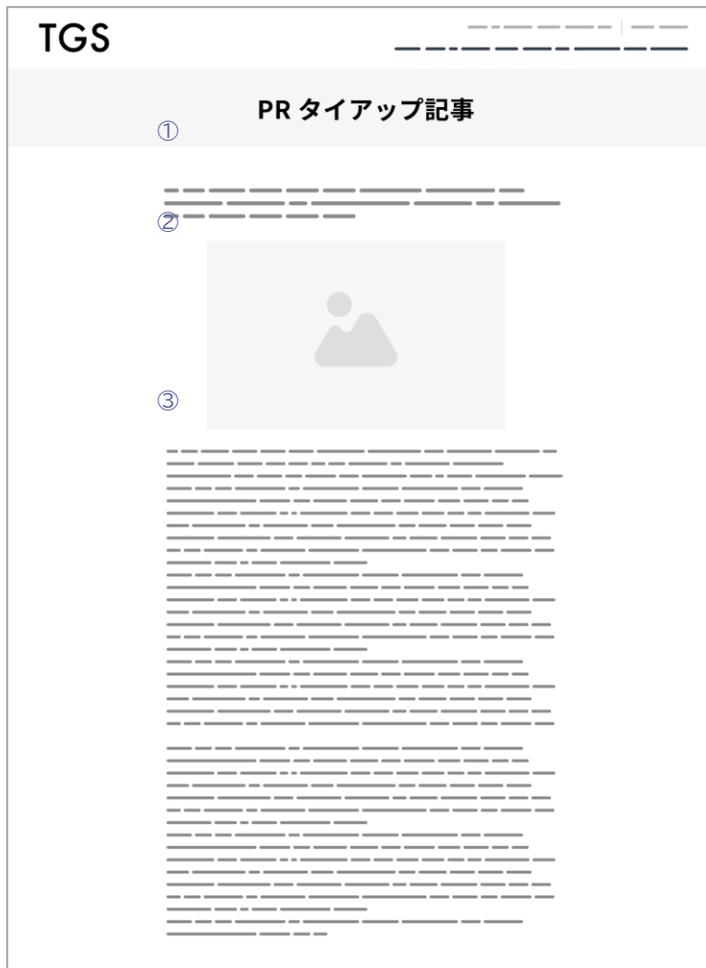
Ad Placement 1 page on the website

Display Format 1 HTML page

Posting Period July 8 - Oct 31, 2026 (tentative)

Guarantee Type Fixed Period

## ▼ Sample Article Layout



| Content Outline

- ① Title
- ② Up to 5 photos
- ③ Text: Approx. 1,200 characters

| Promotion Channels Outline

- Link placement on the TOP page
- Posts on social media

| Important Notes on Publication

※For titles rated CERO 'Z', restrictions such as content moderation and age gates apply. Additionally, we reserve the right to refuse publication for certain industries, including but not limited to: consumer finance, unscientific advertising, gambling, Dial Q2 services, work-from-home schemes, pyramid schemes, multi-level marketing, adult goods, the adult entertainment industry, and services targeting personal insecurities (e.g., cosmetic surgery, beauty treatments).

Please be aware of these restrictions in advance.

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

※Consumption tax will be added to the price.

# Sponsored Articles Options

## 5 Sponsored Articles (Planning)

Price: 1 Slot **JPY 1,100,000~** (tax include)

Consultation available for planning and casting feature articles tailored to your company or topic. We create articles based on interviews and discussions.

Application Deadline (Ad Planning)

**March 31** (Tue) by **11:59pm**

First Draft Submission

**June 5** (Fri) by **6:00pm**

Total Slots

**5**

slots

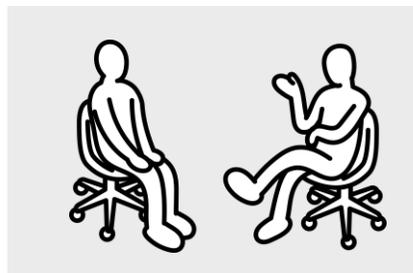
Ad Placement 1 page on the website

Display Format 1 HTML page

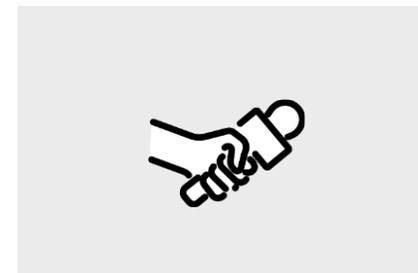
Posting Period July 8 - Oct 31, 2026 (tentative)

Guarantee Type Fixed Period

### ▼ Planning Examples

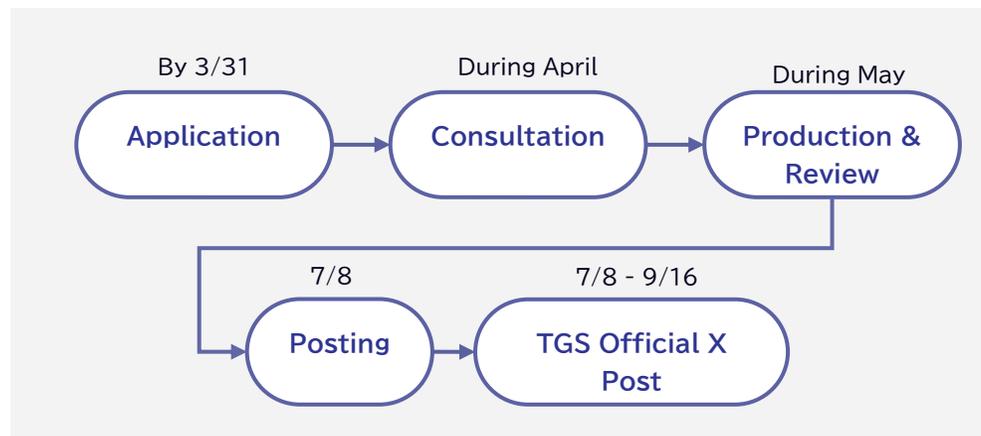


Round-table discussion



Interview article

### Flow from Application to Posting



\*Posted content and user navigation will follow the details on P12.

# Video Ads

## 6 Video Ads

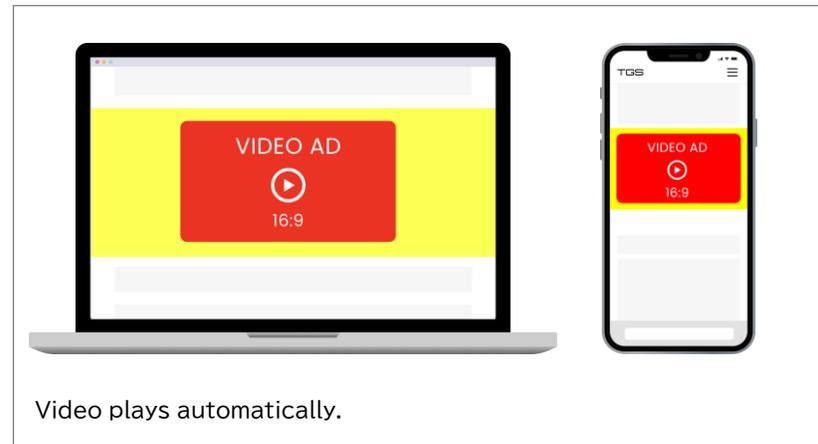
Price: 1 Slot **JPY 660,000** (tax include)

A visually engaging format to convey information beyond static images and leave a lasting impression.

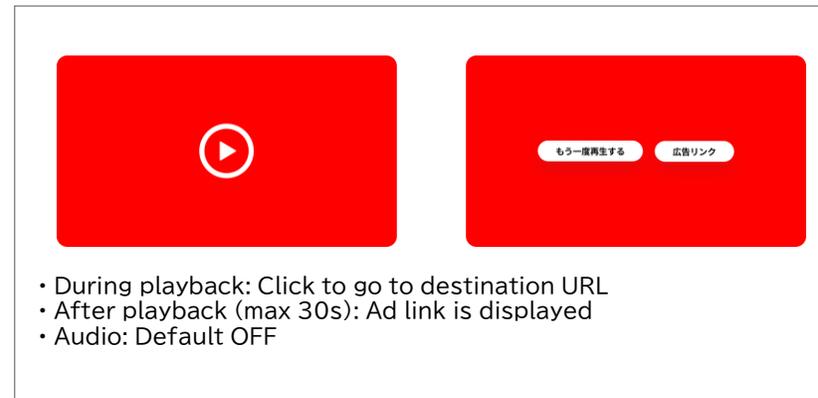
Application Deadline	Number of Slots
<b>June 23 (Tue) by 11:59pm</b>	<b>4</b> slots
Data Submission Deadline	
<b>June 30 (Tue) by 6:00pm</b>	

Ad Placement	PC & Smartphone TOP pages only
Display Format	[Rotated within 1 slot] Displayed at a 16:9 ratio within a max 640x360 area (4:3 not supported). After the video plays (max 30s), a default design by the TGS Secretariat is automatically displayed.
Posting Period	July 8 - October 31, 2026
Guarantee Type	Fixed Period
Submission Format	MP4 format *Recommended file size: 4MB

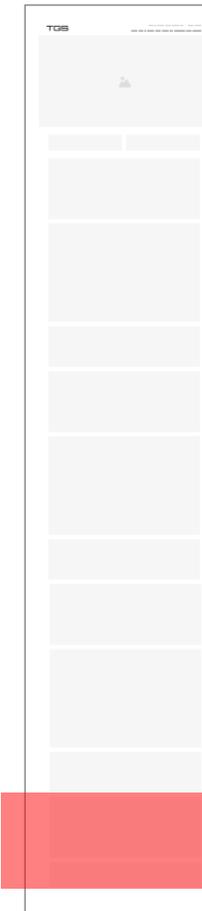
### ▼Ad Display Image



### Video Playback Details



\*Prices, number of slots, and specifications are subject to change without notice.  
\*Open to non-gaming related companies.



The video ad slot will be placed at the bottom of the TOP page.

\*Audio plays only when the user clicks the speaker icon.  
\*Content is subject to review and may be rejected.  
\*After playback, a default screen designed by the TGS Secretariat will be displayed automatically.

Video Ad Slot Placement (Projected)



## ⑤ Application & Schedule



# Schedule

\*Schedule is subject to change.



\*After confirming your application, an 'Application Acceptance Notice' will be sent to your registered email. Exhibitors and sponsors agree that this notice finalizes the exhibition/sponsorship agreement.

\*If there are no conflicting slot requests by the deadline, applications will be confirmed as submitted.

## Application

### Online Advertising Menu Application Site



- \*Applicants must review and agree to the "Tokyo Game Show 2026 Sponsorship & Advertising Terms" before applying.
- \*Applications are accepted on a first-come, first-served basis.
- \*We will contact you within 3 business days of your application. Please note that a response may take longer.
- \*After reviewing your application, the TGS Secretariat will send an "Application Acceptance Notice" to your registered email address. Receipt of this notice completes the advertising agreement.

**Early Bird Package & Sponsored Articles (Planning) Application Deadline | March 31, 2026 (Tue)**

**Deadline for All Other Menus | June 23, 2026 (Tue)**

## Inquiry

### Online Advertising Menu Inquiries

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

- \*We will respond within 3 business days. Please note that some inquiries may require more time.
- \*If you do not receive a reply, please check your email settings to allow messages from [tgs-web@sms-office.jp](mailto:tgs-web@sms-office.jp) and contact us again.

**Please note that some sponsorship options may be unavailable depending on the application date. We may need to adjust the details.**

# Submission Guidelines

## Submission Guidelines

Please upload sponsor logos and data for all sponsorship items via the application site at the following URL.

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

\*The TGS Secretariat will contact you if there are any issues with your submitted data.

\*For questions regarding submission formats, please contact the SMS Secretariat via the inquiry form.

## Color Proofing

Only one round of color proofing is provided.

\*Additional rounds of color proofing are available for a fee.

\*Please note that depending on the submission date, color proofing (initial or additional) may not be available.

Color proofs will be provided as a two-piece set on the final material, including a scaled-down full version (\*1) and an actual-size partial print (\*2).

\*Additional rounds of color proofing are available for a fee.

\*Please note that depending on the submission date, color proofing (initial or additional) may not be available.

\*If you have a specific area you want for the actual-size partial print, please submit a document clearly indicating that section.

\*1: Applies only to sponsorship items other than the Guide Map. The proof for the Guide Map will be an actual-size partial print.

\*2: For sponsorship items 1m or larger, this will be a partial print at actual size.

- **Applications are accepted on a first-come, first-served basis.** Please contact the Secretariat to confirm slot availability before applying.
- All ad content is subject to prior review.
- Submit final ad data at least 14 business days prior to the campaign start date. Proofreading must be completed 7 business days prior. These deadlines are strict to allow for display and functionality testing.
- Supported file formats: GIF, JPG, and PNG only.
- File size limit: 150KB. Resolution: 75dpi at actual display size.
- All web banners will be clearly marked with a "PR" label.
- Once a banner is published, no changes are permitted except to correct typos.
- Banners will be released simultaneously on the official date set by Tokyo Game Show 2026.  
Banners subject to information embargoes or late submissions will be handled separately.  
\*Specific release times cannot be requested in these cases.
- Please provide the destination URL along with your ad data.
- A report on impressions and clicks will be provided after the event.

- Publication is subject to application review and a content hearing.
- All ad content is subject to prior review.
- For advertiser-supplied articles, all materials must be submitted 23 business days prior to the publication date. Final proofs must be approved 5 business days prior to publication. These deadlines are firm to allow for display and functionality testing.
  
- Supported file formats: GIF, JPG, and PNG only.
- File size limit: 150KB. Resolution: 75dpi at actual display size.
- No changes can be made after final proof approval, except to correct typographical errors.
- Sponsored articles will be published simultaneously on the official date set by Tokyo Game Show 2026. Exceptions for pre-embargo content or late submissions will be handled on a case-by-case basis.  
\*Please note that specific publication times cannot be requested for these exceptions.
- Please provide the destination URL along with your ad data.
- A report on page views will be provided after the event.

# Submission Guidelines & Notes | Video Ads

■ **Applications are accepted on a first-come, first-served basis.** Please contact the TGS Secretariat to confirm slot availability before applying.

■ All ad content is subject to prior review.

■ Submit materials at least 14 business days before the ad launch date. Proofreading of the ad copy must be completed 7 business days prior.

Please adhere strictly to these deadlines to allow for display and functionality checks.

■ Recommended video length: 6–15 seconds. Maximum length is 30 seconds.

■ File Format: MP4, WebM, or MOV.

■ Frame Rate: 30fps or less is recommended.

■ Bit Rate: 1.5Mbps–5Mbps.

■ File Size: 50KB–5MB.

■ Banner videos will be released simultaneously on the date designated by Tokyo Game Show 2026.

However, materials under embargo or late submissions will be handled on a case-by-case basis.

\*Specific release times cannot be guaranteed in these cases.

■ Please ensure the destination URL is included with your submission data.

■ A report on impressions and clicks for banner videos will be provided after the event.

# Notes & Disclaimers

■ While there are generally no design restrictions, advertisers must review and agree to the “Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions” before applying. All ad content and creative must comply with the Computer Entertainment Software Ethics Code (<https://cesa.or.jp/guideline/ethics.html>).

We reserve the right to reject any advertisement based on its content.

- Linked sites (landing pages) for Banner Ads and Sponsored Articles must be live by the day before the ad campaign begins.
- We may request revisions if ad creative is too similar to the site’s design (e.g., titles, navigation, buttons) and could potentially mislead users.
- We may request revisions if the distinction between ad creative and site content is unclear.

※ Support for any display issues at the start of an ad campaign is limited to business hours. We are not liable for any publication errors that may occur during this time.



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



## 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.sonymusicsolutions.co.jp/s/sms/page/company\\_privacy](https://www.sonymusicsolutions.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.

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

## (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.

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

## ■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.

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

## ■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.

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

## ■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”).

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

## ■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.