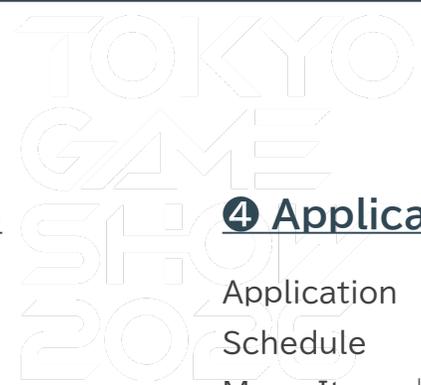


# TOKYO GAME SHOW 2026

30<sup>TH</sup>  
ANNIVERSARY

## Special Sponsorship Guide

Ver.02 / 2026.03.05



## **① About the Tokyo Game Show – P03**

## **② Tokyo Game Show 2026 – P10**

Event Overview	– P11
Theme	– P12
Venue Zoning	– P13

## **③ Special Sponsorship Menu – P14**

Special Sponsorship Menu	– P15
Sponsorship Tiers	– P16
Ad Slots	– P18
Ad Slots   Options	– P27

## **④ Application & Schedule – P28**

Application	– P29
Schedule	– P30
Menu Items   Submission Guidelines	– P31
Inquiries	– P34

## **⑤ Sponsorship & Advertising Terms – P35**



# ① About the Tokyo Game Show

# About the Tokyo Game Show

# TGS

TOKYO  
GAME SHOW  
2025 9.25 THU - 28 SUN

日経BP

Sony Music Solutions Inc.

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

A massive, comprehensive trade show uniting everything in gaming.

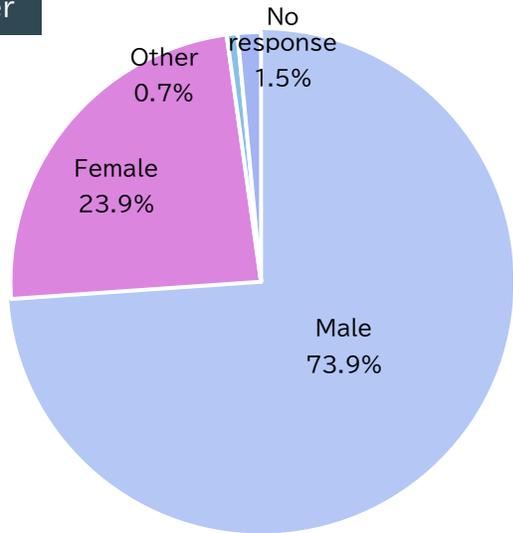
It features new title reveals and demos, developer talks, live performances, and exclusive merchandise, attracting extensive global media coverage and worldwide attention.

# TGS 2025

Dates	September 25 (Thu) - September 28 (Sun), 2025
Venue	Makuhari Messe Halls 1-11 + International Conference Hall + Event Hall
Exhibitors	<b>1,136 companies</b> (2023: 985) 521 Domestic (7 online) / 615 International (21 online)
Booths	<b>4,157 booths</b> (2024: 3,252) Exhibitor Countries/Regions: 47 (2024: 44)
Attendees	<b>263,101 people</b> (2024: 274,739)
Media Coverage	<b>2,497</b> (2024: 1,468) Breakdown: TV: 37 / Newspaper: 244 / Magazine: 14 / Web: 2,202
Game Industry	Approx. <b>¥31 Trillion</b> Market Size *Source: CESA Games Industry Report 2025

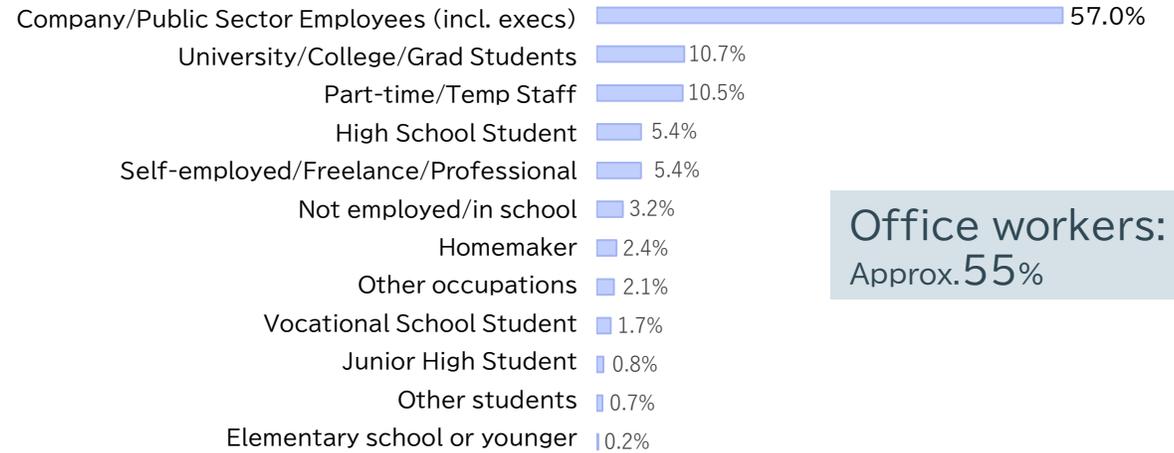
# Tokyo Game Show 2025: General Attendee Demographics

## Gender



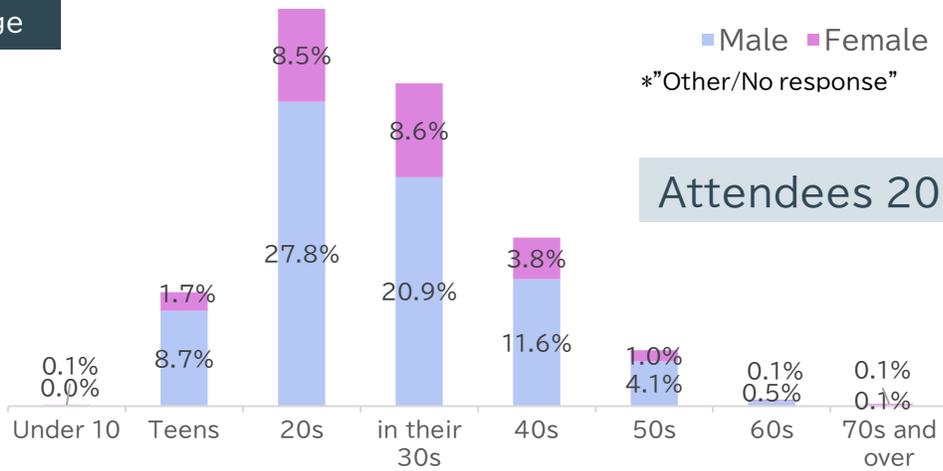
Male Approx. 75%

## Occupation



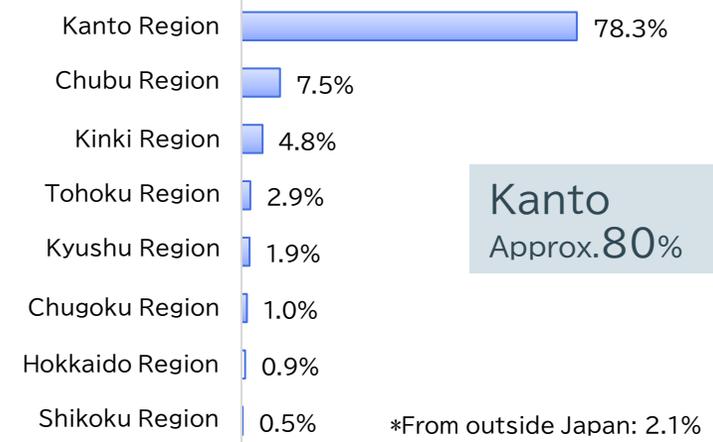
Office workers: Approx. 55%

## Age



Attendees 20s-30s

## Residence

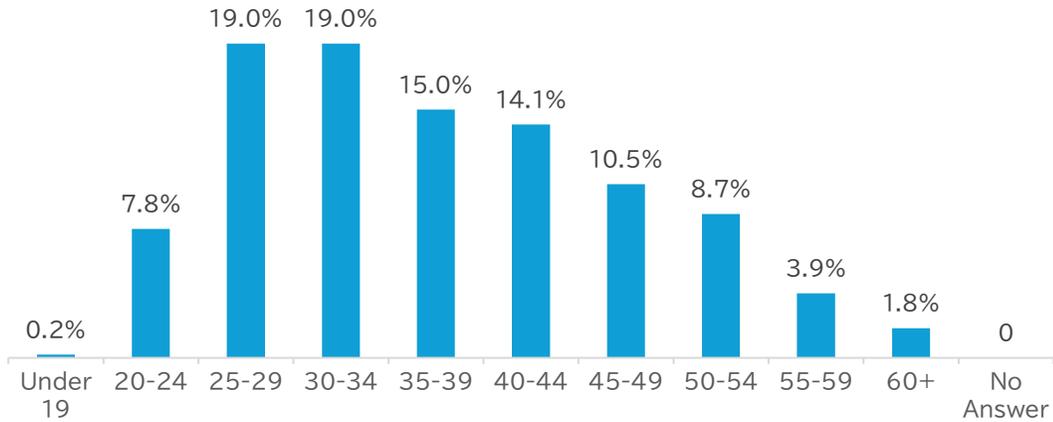


Kanto Approx. 80%

\*From outside Japan: 2.1%

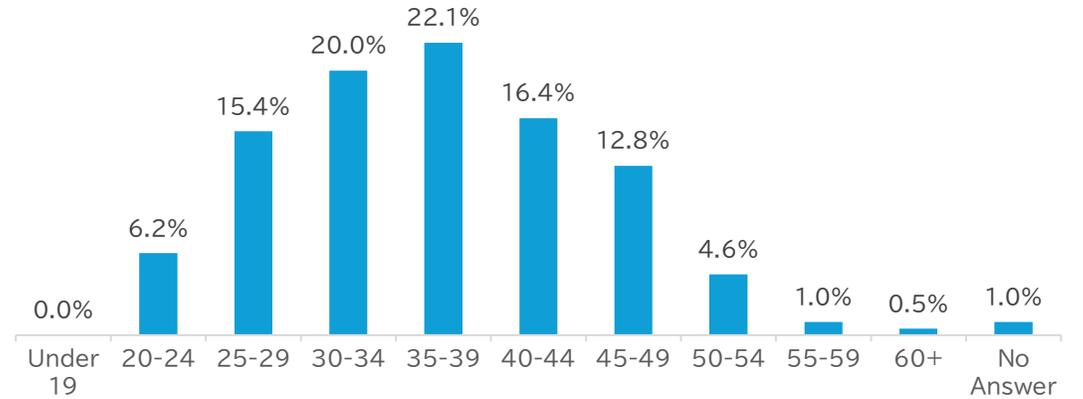
# Tokyo Game Show 2025 Recap | Domestic & International Industry Attendees

## Age (Domestic)



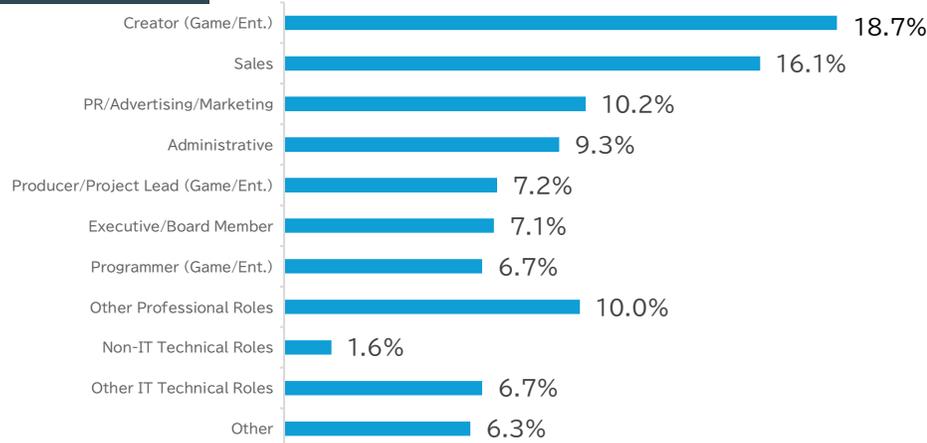
Attendees in their 20s & 30s

## Age (International)



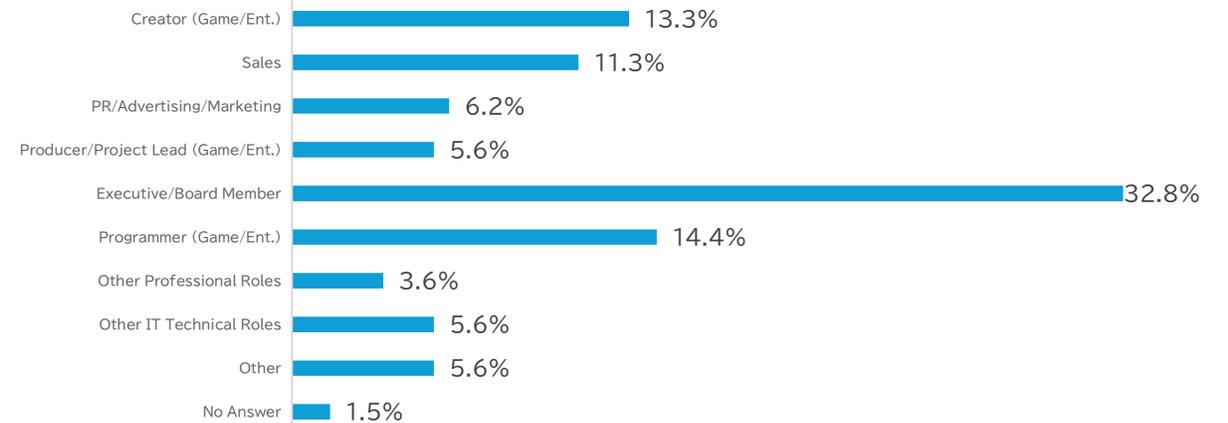
Attendees in their 30s

## Occupation (Domestic)



Sales & Creators: ~35%

## Occupation (International)



Executives/IT Professionals: ~40%

# Tokyo Game Show 2025 Performance | Official Website & Social Media

## Official Website



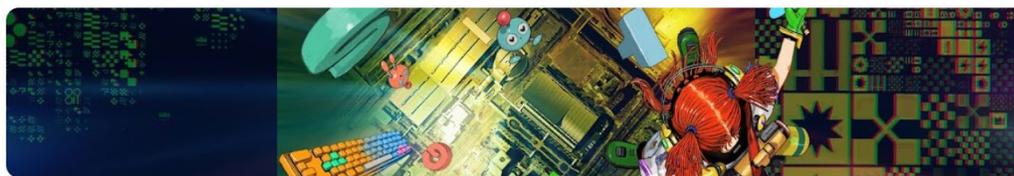
Approx. 10M PV  
(+3M PV YoY)

## X Followers



Approx. 120,000 followers

## TGS Videos



## TOKYO GAME SHOW / 東京ゲームショウ



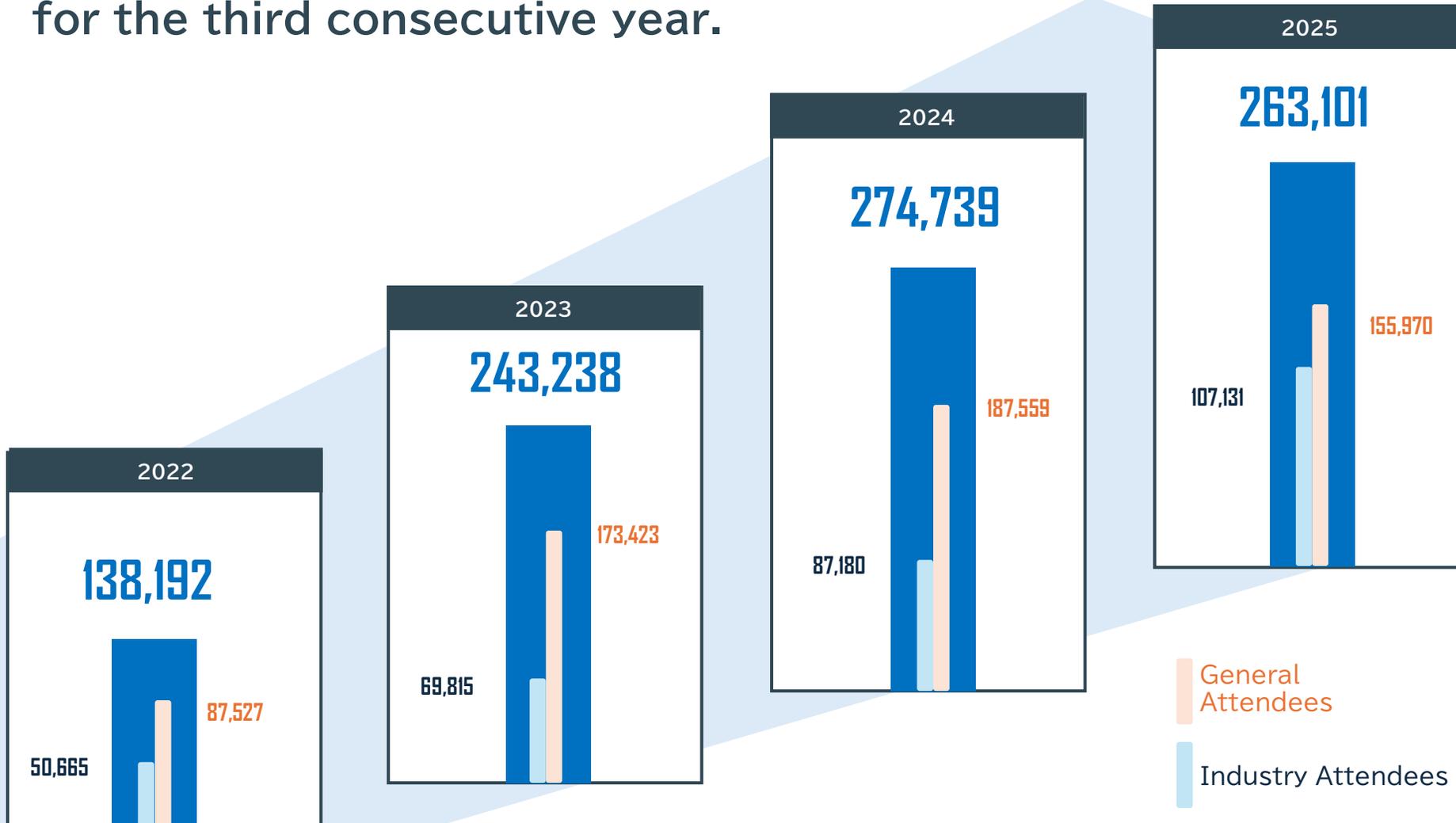
@tokyogameshow · チャンネル登録者数 8.79万人 · 513 本の動画  
東京ゲームショウ2025は9月25日(木)～9月28日(日)開催！ご期待ください。...さらに表示  
[tgs.cesa.or.jp](https://tgs.cesa.or.jp)、他 4 件のリンク

22 videos posted / Over 10 million views  
\*PVs on Chinese platforms increased by over 1M YoY

# Tokyo Game Show Attendance Trends

Public Day tickets sold out before the event.  
Industry attendance set a record high  
for the third consecutive year.

# TGS 2026

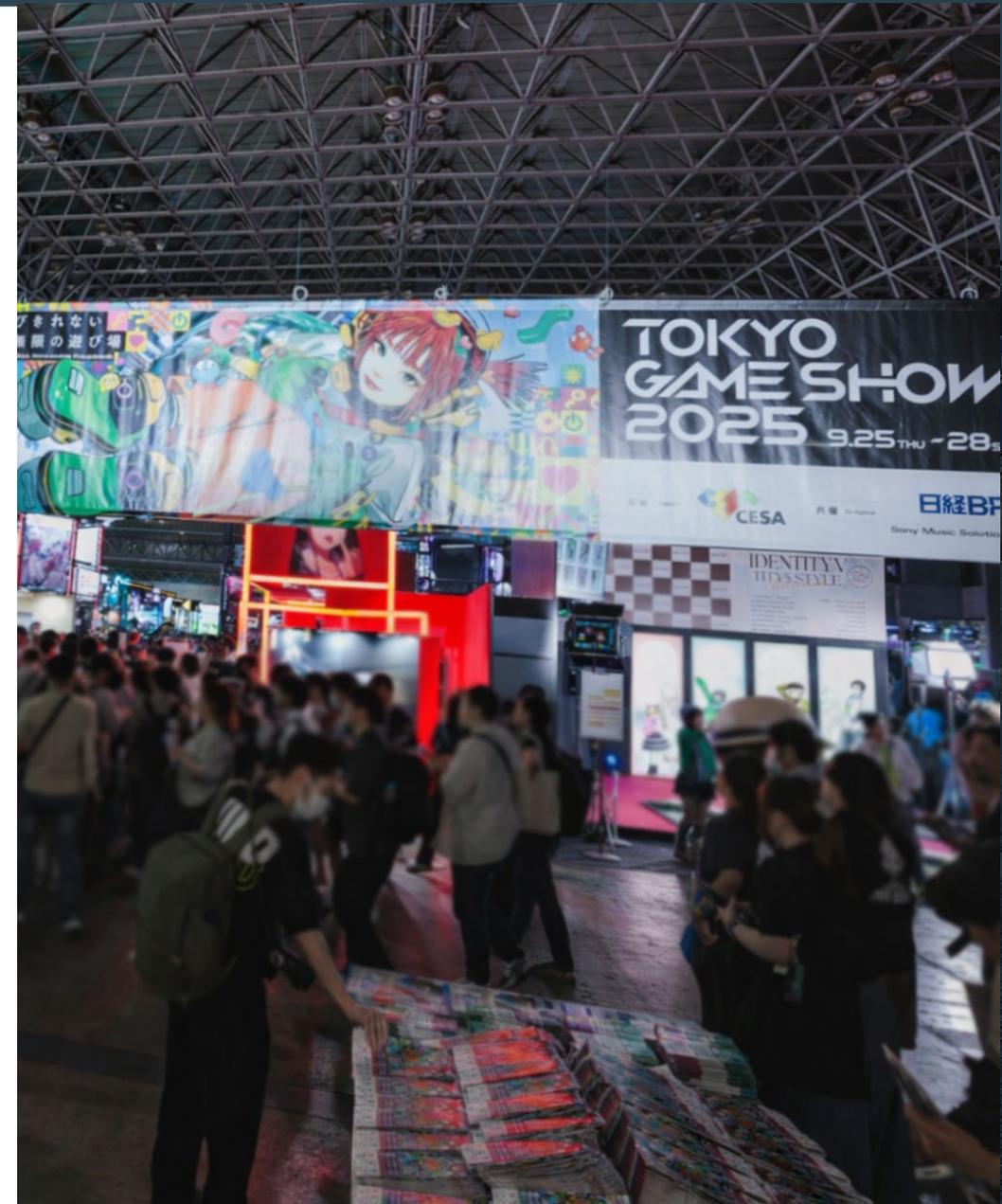




## ② Tokyo Game Show 2026

# Tokyo Game Show 2026 | Event Outline

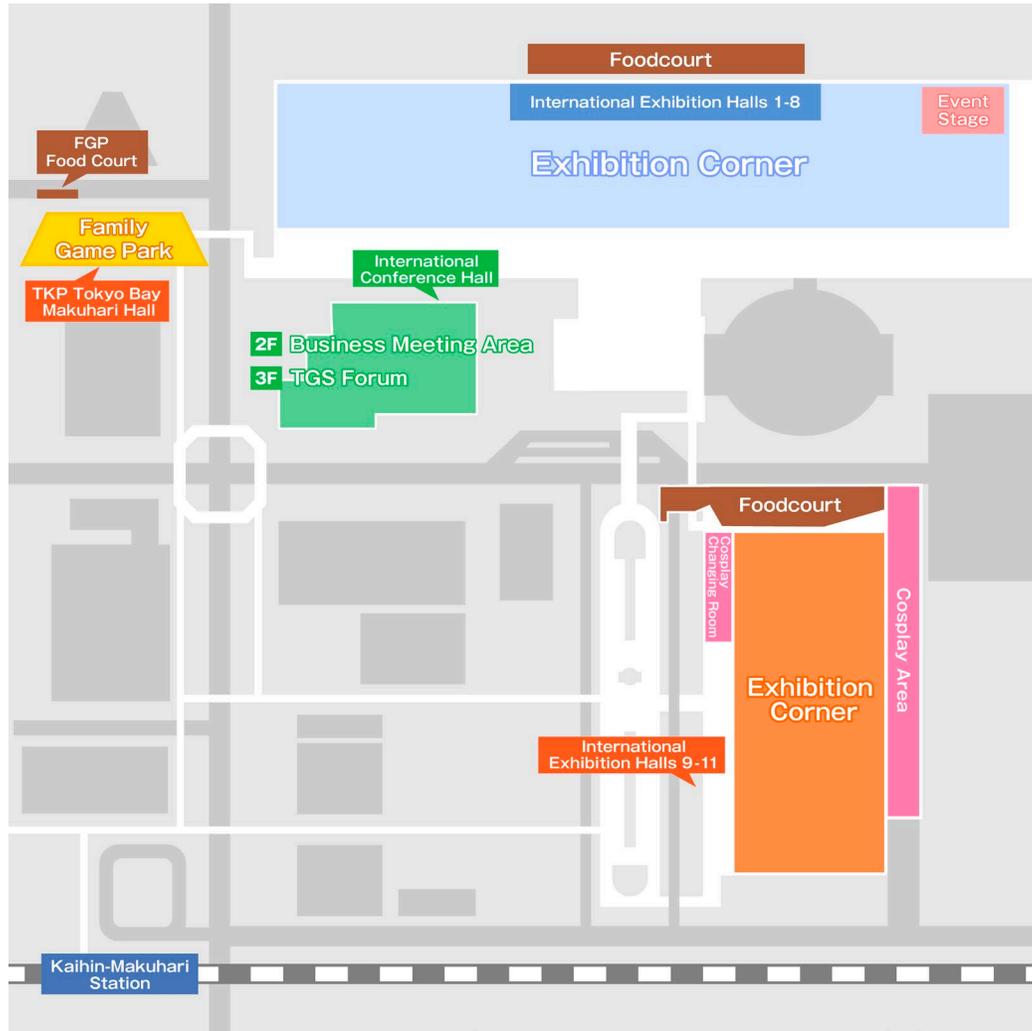
Name	Tokyo Game Show 2026
Venue	Makuhari Messe Halls 1-11 + International Conference Hall + TKP Makuhari Bay Hall
Dates	Business Days: September <b>17</b> (Thu) 10:00am - 5:00pm September <b>18</b> (Fri) 10:00am - 5:00pm  Public Days: September <b>19</b> (Sat) 9:30am - 5:00pm September <b>20</b> (Sun)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



# The Longest Five Days of Nonstop Play

Tokyo Game Show is stepping into a new stage this year.  
A place where games and people from around the world come together  
—to play, connect, and imagine the future beyond age and borders.  
In 2026, the stage expands to the longest run in TGS history:  
five full days.  
With more games, more energy, and a bigger scale than ever before,  
a show where you can fully immerse yourself in games is about to begin.

# Tokyo Game Show 2026 | Zoning / Floor Plan



## Tokyo Game Show 2026

### Business Days:

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

### Public Days:

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



## Family Game Park

### Public Days:

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



## ③ Special Sponsorship Menu

We offer sponsorship packages tailored for non-gaming companies.  
Special Sponsorships provide category exclusivity.  
Packages can be customized. Please contact the Sony Music Solutions  
TGS Secretariat for more information.

Contact

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Special Sponsorship Menu Inquiries  
[tgs-sponsor@sms-office.jp](mailto:tgs-sponsor@sms-office.jp)

\*We will respond within 3 business days.

Please note that some inquiries may take longer to answer.

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

# Special Sponsorship | Menu

Sponsorship Category			Platinum	Gold	Silver	Bronze
Slots			2 Slots	3 Slots	5 Slots	5 Slots
Sponsorship Amount(excl. tax)			¥30,000,000	¥20,000,000	¥10,000,000	¥5,000,000
Sponsorship Tiers	1 Logo/ Name Exposure	Official Website Homepage	●	●	●	●
		Official Handouts (posters, etc.)	●	●	●	●
		General Admission Tickets	●	—	—	—
		On-site Venue Floor Map	●	●	—	—
	2 Invitation Tickets & Guest Passes	Invitations / Staff Passes / Special Vehicle Pass	200 / 10 / 1	150 / 8 / —	100 / 5 / —	50 / 3 / —
	3 Exhibition Booth	Booth Space Provided	6 booths *1	4 booths *1	3 booths *1	1 booth *1
	4 Official Program	Official Program Slot Provided	1 slot (50 min)*2	1 slot (50 min) *2	—	—
Ad Slots	5 Official Media Placements	Official Map (Guide Map / Digital Map)	●	●	●	—
		Official Website: Web Advertising	● *3	● *3	● *3	● *3
		Exclusive On-site Sponsor Ads	●	●	●	—
	6 CM Broadcast	Event Stage Intermission CM (15s)	1 slot *4	1 slot *4	1 slot *4	—

Availability of menu items (sponsorship/ad slots) may vary depending on the application timing. Additionally, applications are limited to one slot per category (Platinum, Gold, Silver, Bronze).

\*1: Availability may vary depending on the timing of confirmation. / \*2: Availability may vary depending on the timing of confirmation. /

\*3: Please refer to P20 and onward for details on web advertising. / \*4: The same content will be broadcast on the Event Stage and in the Official Program.

# Sponsorship Tiers | Sponsor Logo & Name Exposure

1

## Official Website TOP

PLATINUM  
SILVER  
GOLD  
BRONZE



\*Website image from last year.

Period: Site launch ~ TBD  
Placement: PC & SP  
homepages only  
Guarantee: Fixed-period  
Order: Japanese  
alphabetical

## Official Guide Map & Other Handouts

PLATINUM  
SILVER  
GOLD  
BRONZE



Official Guide Map



Poster

\*Specifications subject to change without notice.

## General Admission Ticket

PLATINUM



\*Physical tickets only. \*Printing may not be possible due to ticket agency specifications.  
\*Image from last year.

## On-site Venue Map

PLATINUM  
GOLD



\*Specifications subject to change without notice.

## 2 Invitation Tickets & Guest Passes

- PLATINUM
- GOLD
- SILVER
- BRONZE



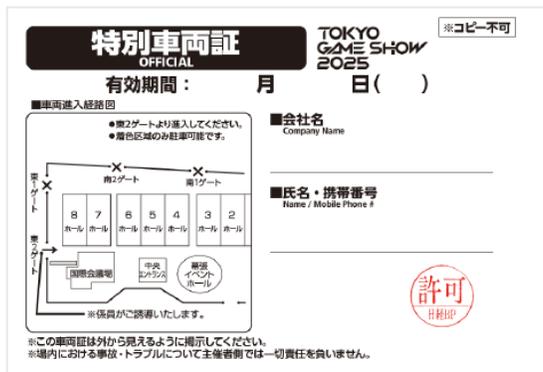
- Quantity Provided
- Platinum: 200
- Gold: 150
- Silver: 100
- Bronze: 50

Invitation Tickets



Guest Passes

- Quantity Provided
- Platinum: 10
- Gold: 8
- Silver: 5
- Bronze: 3



Vehicle Passes

- Quantity Provided
- Platinum: 1

## 3 Exhibition Booths

- PLATINUM
- GOLD
- SILVER
- BRONZE



Rendering

- Number of Booths Provided
- Platinum: 6 booths
- Gold: 4 booths
- Silver: 3 booths
- Bronze: 1 booth

Exhibition space provided for each sponsor in the Makuhari Messe exhibition area.  
 \*Space only (Bronze includes a package booth). Location to be determined by the TGS Secretariat.

## 4 Official Program Slot Provided

- PLATINUM
- GOLD



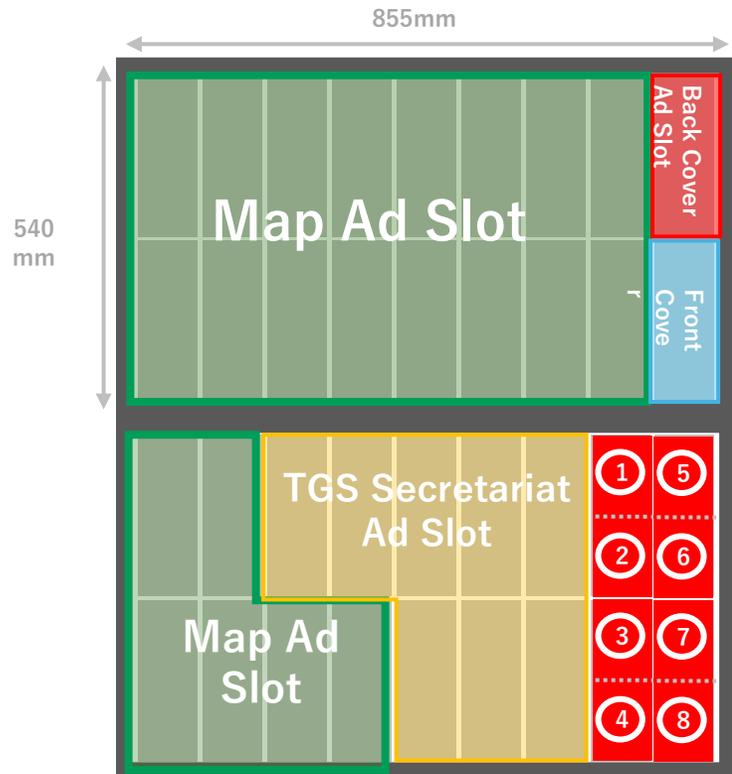
- Stage Slots Provided
- Platinum: 50 min x 1 slot
- Gold: 50 min x 1 slot

\*Slot only. Broadcast time to be determined by the TGS Secretariat.

**Creative Submission Deadline | September 10, 2026 (Thu) 6:00pm (JST)**

# 5 Official Map | Guide Map

PLATINUM GOLD SILVER



\*Common layout for JP/EN versions.



- Available Slots
- Platinum: 1 slot
- Gold: 1 slot
- Silver: 1 slot

Ad slots available for each sponsorship tier.  
(Slot only; placement determined by the TGS Secretariat.)

\*Ad placement includes both JP & EN versions.  
\*Placement is at the discretion of the TGS Secretariat.

\*Specifications subject to change without notice.



Distribution is planned at three locations within the event area.

Copies	JP: 260,000 / EN: 40,000✳
Size	H 135mm x W 95mm
Paper	Matte Coat/90
Printing	4C/Full Color

\*The above is a conceptual image.

**Creative Submission Deadline | July 14, 2026(Tue) 6:00pm (JST)**

## 5 Official Map | Digital Map

PLATINUM

GOLD

SILVER

### In-Map Banner

Before displaying the digital map, banners featuring the content submitted by sponsors will be shown.



### Priority Map Display

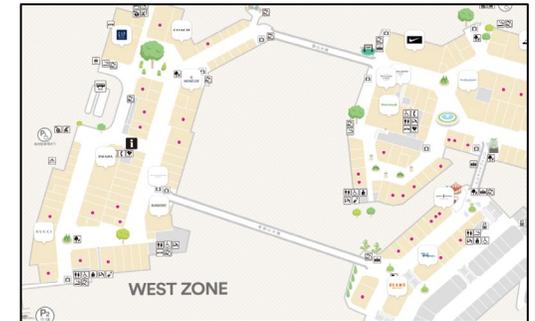
A priority display function will be added, allowing exhibitors' logos or company names to be clearly visible even when the map is viewed from a zoomed-out perspective. This ensures constant visibility within the map and improves visitor recognition.



When zoomed in, all exhibitors are displayed.



\*Images are for illustrative purposes only.



When viewing the full map, priority exhibitors will always be visible.

- \*Image content is limited to exhibitors at the Tokyo Game Show.
- \*Dimensions will be provided separately.
- \*If multiple companies apply, banners will be displayed randomly.

- Available Slots
- Platinum: 1 slot
- Gold: 1 slot
- Silver: 1 slot

**Creative Submission Deadline | July 14, 2026 (Tue) 6:00pm (JST)**

\*Specifications subject to change without notice.

## 5 Official Website: Web Advertising | Article Tie-ups

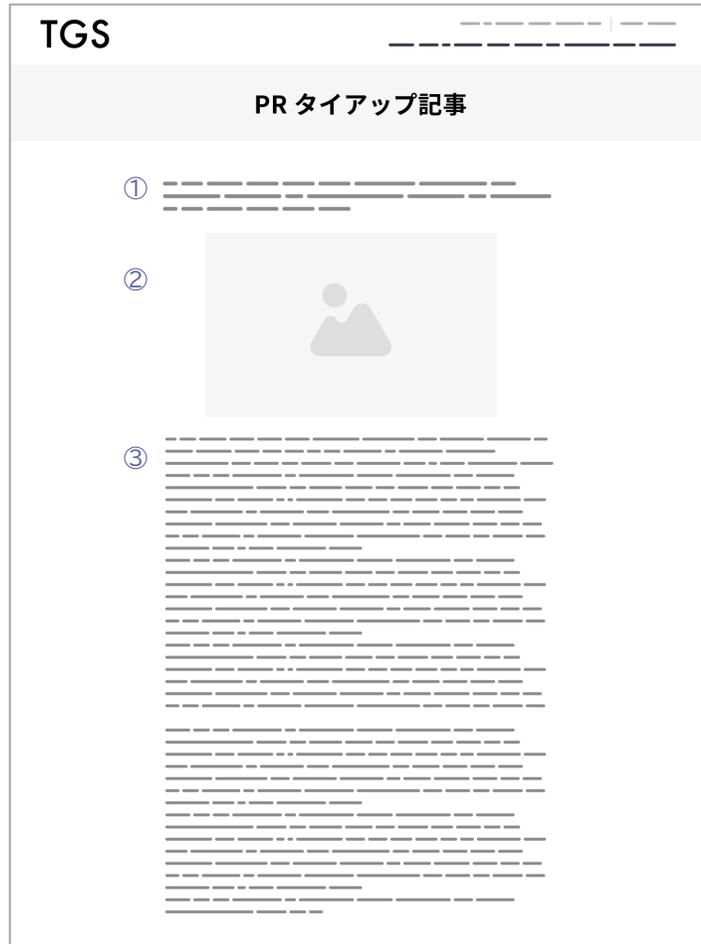
See the Online Advertising Guide for details.

PLATINUM

GOLD

SILVER

### ▼ Article Tie-up Ad Plan



#### | Content Overview

- ① Title
- ② Photos: Max. 5
- ③ Text: Approx. 1,200 characters

#### | Promotion Channels Overview

- Link placement on the top page
- Social media posts

#### | Important Notes on Publication

Please be advised that we reserve the right to refuse publication of content equivalent to a CERO “Z” rating, as well as content related to certain industries, including but not limited to consumer finance, unscientific advertising, gambling, dial Q2 services, work-from-home schemes, pyramid schemes, network marketing, adult products, adult entertainment services, and appearance-related services such as cosmetic surgery or aesthetic treatments.

- Available Slots
- Platinum: 1 slot
- Gold: 1 slot
- Silver: 1 slot

**Creative Submission Deadline | June 30, 2026 (Tue) 6:00pm (JST)**

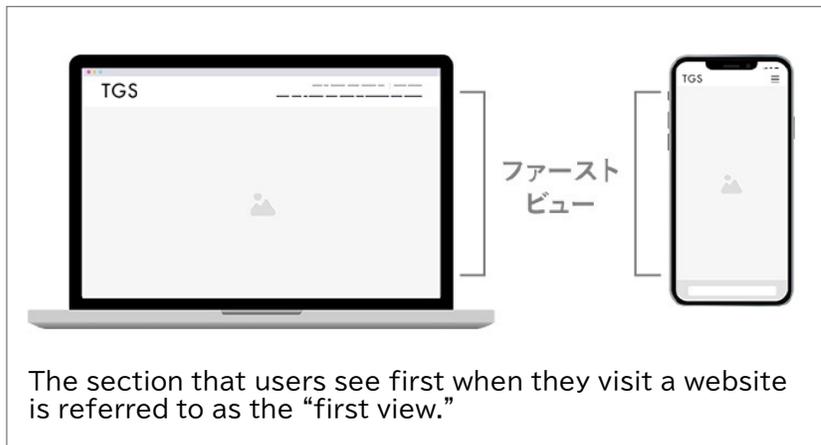
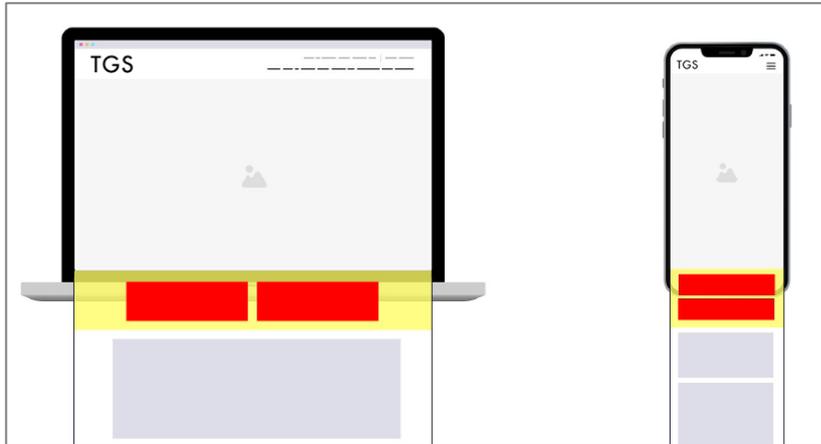
\*Specifications subject to change without notice.

# 5 Official Website: Web Advertising | Homepage Banner Below First View

PLATINUM GOLD

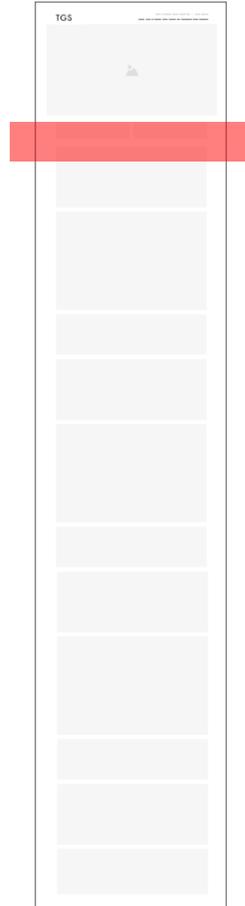
See the Online Advertising Guide for details.

▼Example



The section that users see first when they visit a website is referred to as the “first view.”

Proposed Banner Placement



Top Page  
Displayed at the top of the page

■ Available Slots  
- Platinum: 1 slot  
- Gold: 1 slot

Placement	PC & Smartphone Homepage
Format	[PC] 2 rotating ad slots [Smartphone] 2 rotating ad slots
Period	July 8 - October 31, 2026 (Tentative)
Guarantee	Display Period Guarantee
Ad Size	[Image] 520 (w) x 100 (h) pixels

**Creative Submission Deadline | June 30, 2026, (Tue) 6:00pm (JST)**

\*Rates, ad slots, and specifications are subject to change without notice.  
\*Advertising is open to non-gaming companies.

5

# Official Website: Web Ads | Ticket Page Rectangle Banner

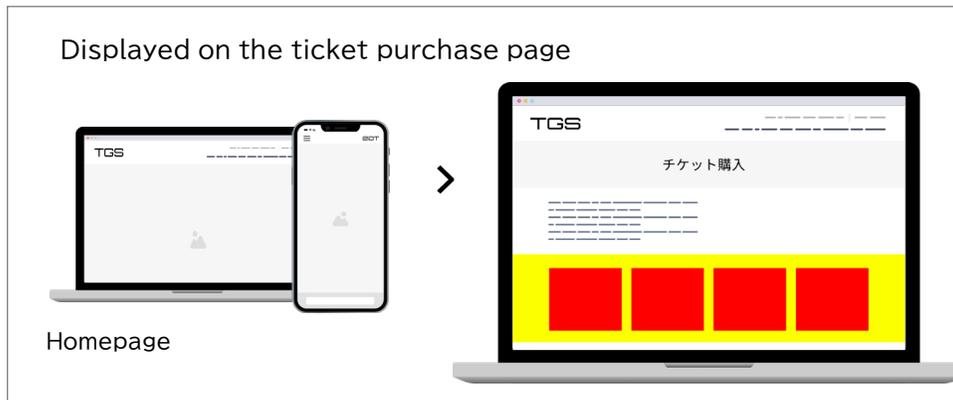
\*Specifications subject to change without notice.

PLATINUM

See the Online Advertising Guide for details.

■ Available Slots  
- Platinum: 1 slot

▼Example



\*Rates, ad slots, and specifications are subject to change without notice.  
\*Advertising is open to non-gaming companies.

Placement	PC & Smartphone Homepage only
Format	[PC] Rotating display (4 slots) [Smartphone] Rotating display (4 slots)
Period	July 8 - October 31, 2026 (Tentative)
Guarantee	Display Period Guarantee
Ad Size	[Image] 300 (w) x 250 (h) pixels

**Creative Submission Deadline | June 30, 2026, (Tue) 6:00pm (JST)**

## 5

### Official Website: Web Advertising | Exhibitor Profile Page Rectangle Banner

\*Specifications subject to change without notice.

PLATINUM

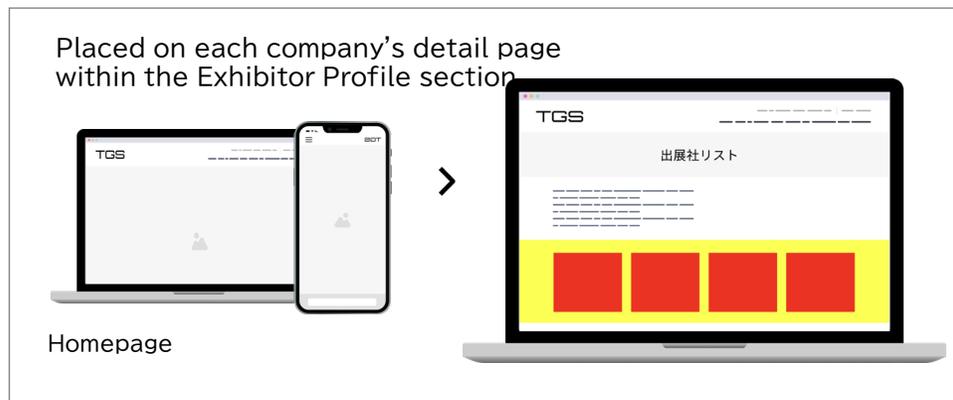
GOLD

SILVER

BRONZE

See the Online Advertising Guide for details.

▼Example



- Available Slots
- Platinum: 1 slot
- Gold: 1 slot
- Silver: 1 slot
- Bronze: 1 slot

Placement	PC & Smartphone Homepage only
Format	[PC] Rotating display (4 slots) [Smartphone] Rotating display (4 slots)
Period	July 8 - October 31, 2026 (Tentative)
Guarantee	Display Period Guarantee
Ad Size	[Image] 300 (w) x 250 (h) pixels

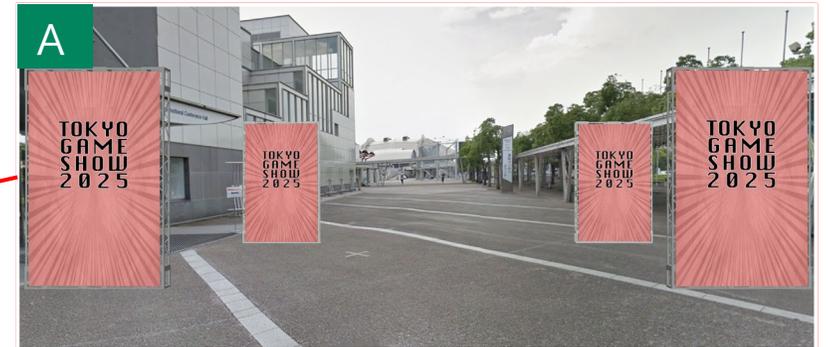
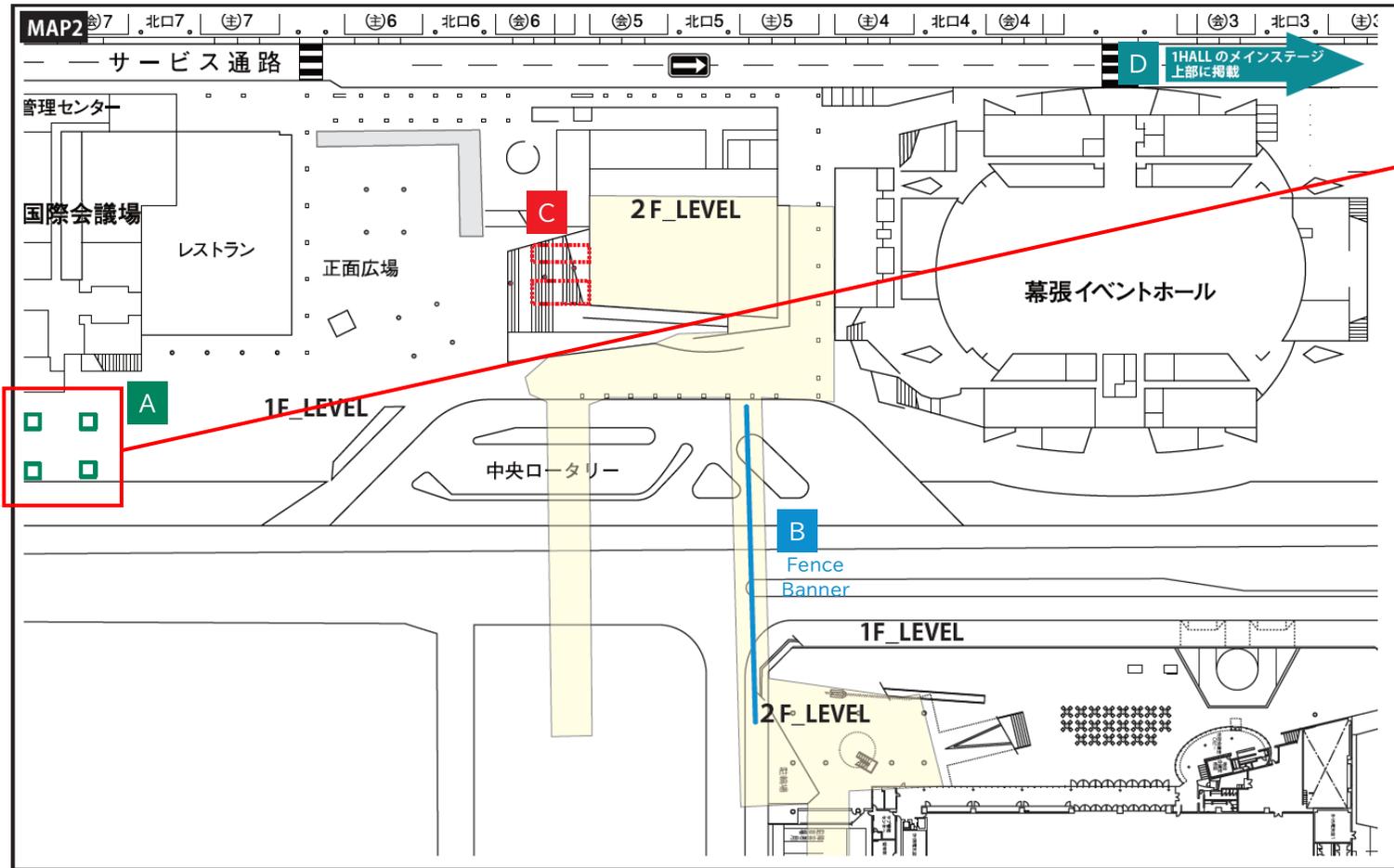
\*Rates, ad slots, and specifications are subject to change without notice.  
\*Advertising is open to non-gaming companies.

**Creative Submission Deadline |  
June 30, 2026, (Tue) 6:00pm (JST)**

# 5 Exclusive On-site Sponsor Ads

PLATINUM GOLD

\*Specifications subject to change without notice.



Specifications	A: Truss Banner Signs (4 locations)
4-Color	W2000 x H3200(Tarpaulin) 1 location, 2 sides (front & back)

**Ad slot only.** Sponsors are required to submit creative data. (Placement location will be determined by the TGS Secretariat.)

\*Data: Adobe Illustrator (CMYK)

\*Trusses will be assembled in a tower structure for wind resistance.

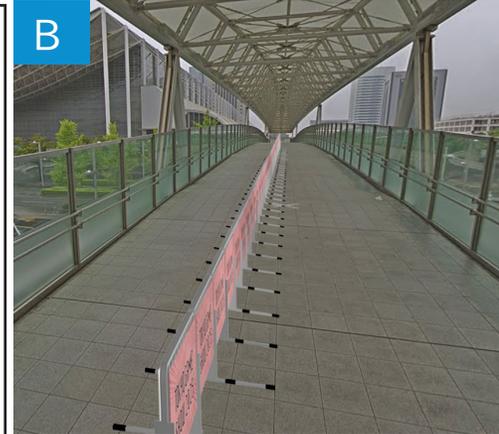
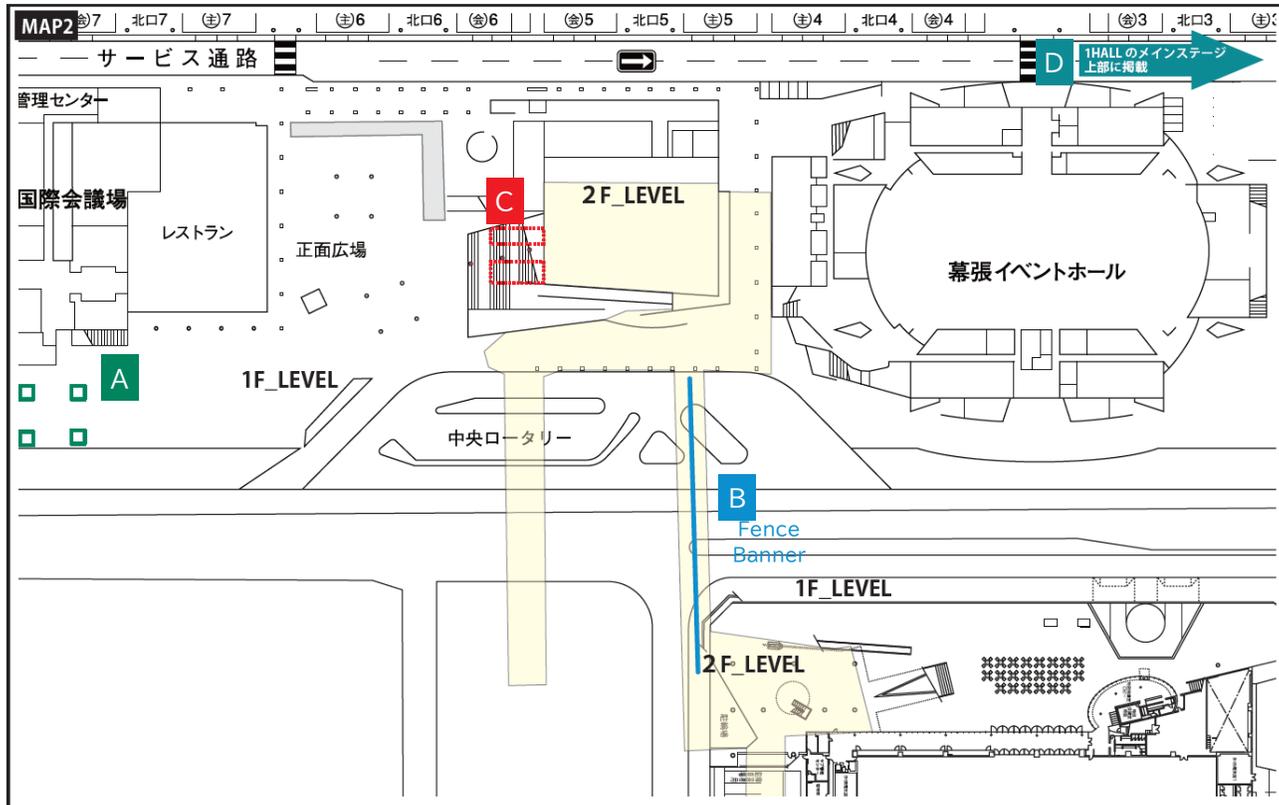
- Available Slots
- Platinum: 1 location each
- Gold: 1 location each

**Creative Submission Deadline | August 3, 2026 (Mon) 6:00pm (JST)**

\*Specifications subject to change without notice.

# 5 Exclusive On-site Sponsor Ads

PLATINUM



Specifications	B Iron Fence Banner Sign
4-Color	W1900 x H550 (Tarpaulin) 33 slots (66 sets total expected)

**Ad slot only.** Sponsors are required to submit creative data. (Placement location will be determined by the TGS Secretariat.)  
\*Data: Adobe Illustrator (CMYK)

■ Available Slots  
- Platinum: 1 slot

**Creative Submission Deadline | August 3, 2026 (Mon) 6:00pm (JST)**

## 6

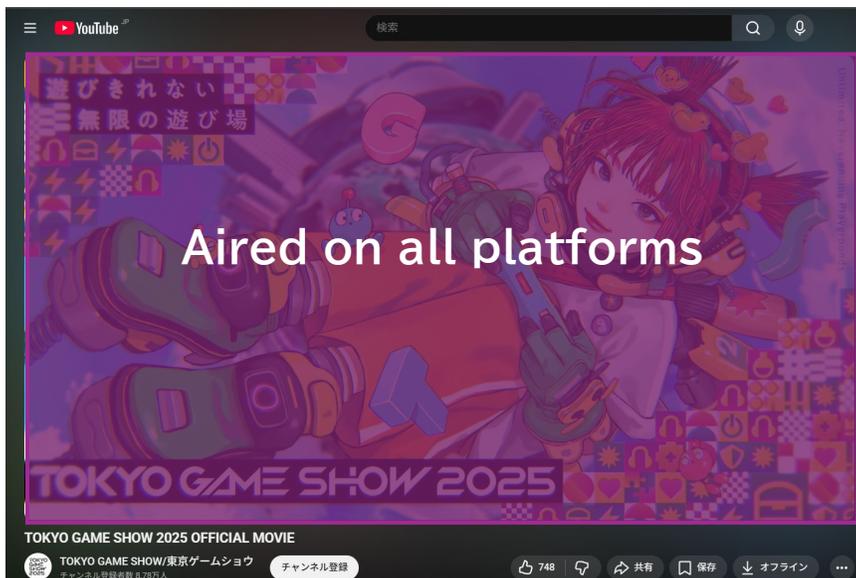
### Pre-roll Commercial Slots for Official Programs & Event Stages

PLATINUM

GOLD

SILVER

Broadcast before each Official Program and Event Stage during the event.

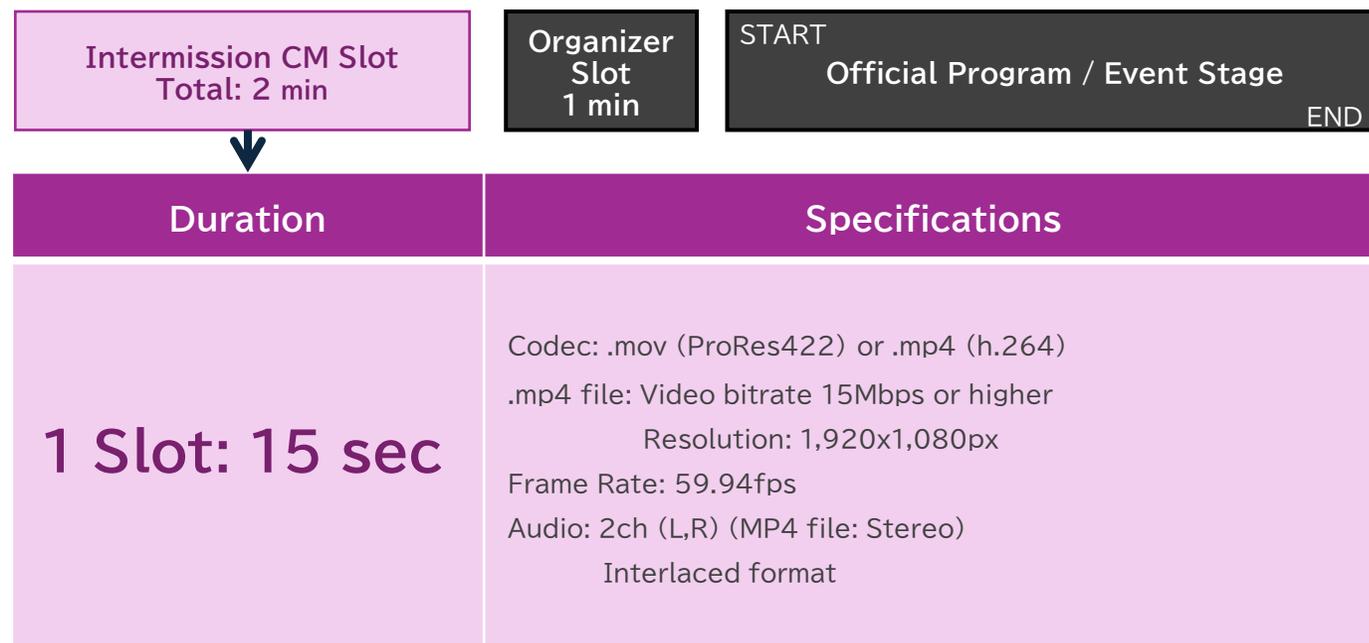


Aired on all platforms



Also aired on stage LED screens

#### ▼ Event Stage Intermission CM Structure



- Commercials will be broadcast before the start of each stage. \*Commercials for General Slots will also be broadcast on the Event Stage screen.
- Broadcast timing and order will be determined by the TGS Secretariat.
- Applications are accepted on a first-come, first-served basis.
- No purchase limit.

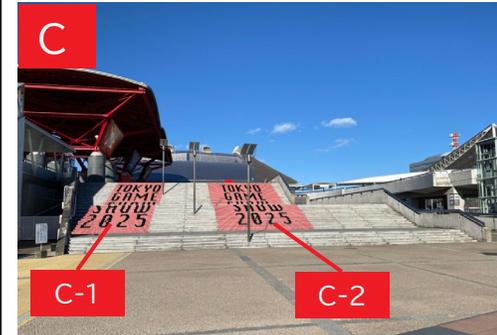
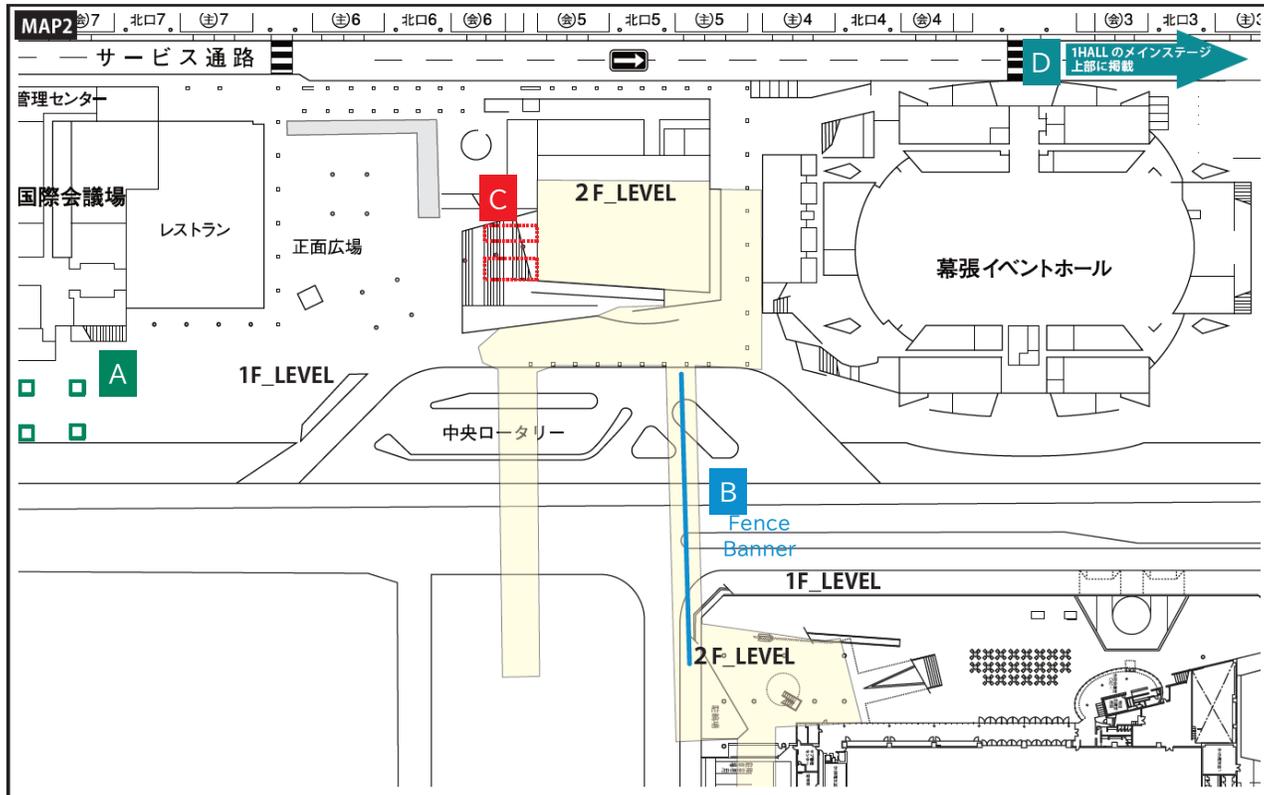
\*All content is subject to review by the TGS Secretariat.

**Creative Submission Deadline | September 4, 2026, (Fri) 6:00pm (JST)**

\*Specifications subject to change without notice.

OPTION

Exclusive On-site Sponsor Ads



Specifications	C-1, 2 Grand Staircase Riser Signs
4-Color	C-1 W4000 x H4080 *Est.
	C-2 W6000 x H4080 *Est.

**Ad slot only.** Sponsors are required to submit creative data. (Placement location will be determined by the TGS Secretariat.)  
\*Data: Adobe Illustrator (CMYK)



Specifications	D Upper Stage Wing Signs
4-Color	W1800 x H2100 *Est.

**Ad slot only.** Sponsors are required to submit creative data. (Placement location will be determined by the TGS Secretariat.)  
\*Data: Adobe Illustrator (CMYK)

**Creative Submission Deadline | August 3, 2026 (Mon) 6:00pm (JST)**

A photograph of the Tokyo Game Show 2025 event. In the foreground, large, white, 3D block letters spell out 'TGS' on a dark base that also says 'TOKYO GAME SHOW'. In the background, a modern building with large glass windows is visible. People are walking around, and there are promotional banners for Samsung and Sonic the Hedgehog. One banner features the text 'SAMSUNG 9100 PRO' and 'SONIC'. Another banner features a character from the game 'Dragon Ball Z: Budokai Tenkaichi 3'.

## ④ Application & Schedule

### Inquiries

Sony Music Solutions (SMS) Tokyo Game Show Secretariat  
Special Sponsorship Menu Contact  
[tgs-sponsor@sms-office.jp](mailto:tgs-sponsor@sms-office.jp)

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

**This guide outlines our basic sponsorship packages.  
For custom sponsorship or advertising packages, please contact at  
[tgs-sponsor@sms-office.jp](mailto:tgs-sponsor@sms-office.jp).  
We can create a flexible plan to meet your needs.**

## TGS-System (Special Sponsorship Menu Application Site)



Entities and organizations wishing to apply must first review and agree to the "Tokyo Game Show 2026 Sponsorship and Advertising Terms and Conditions" in this guide.

Applications will be accepted on a first-come, first-served basis.

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

Please note that a response may take some time.

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

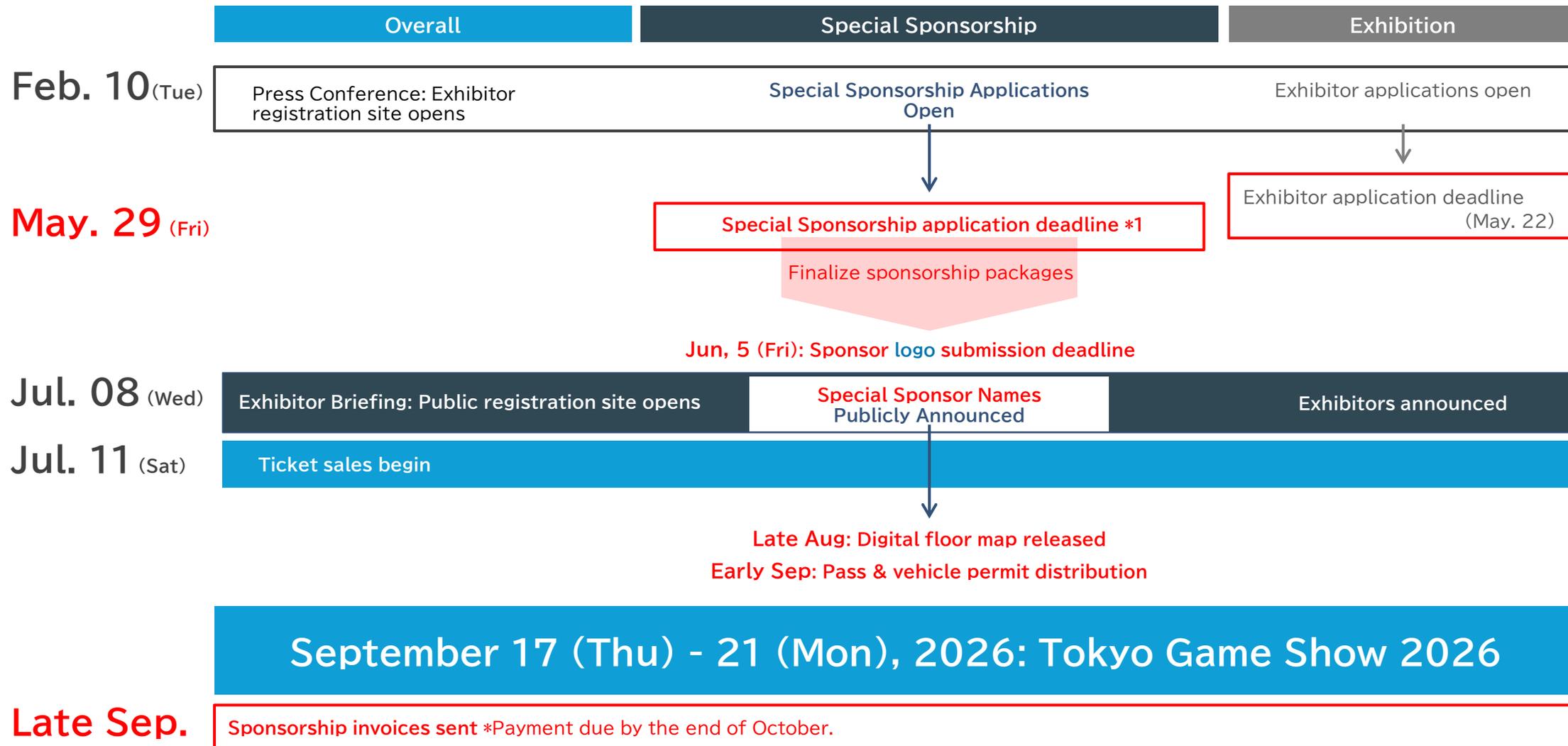
The exhibitor agrees that receipt of this notice finalizes the exhibition contract.

**Application Deadline | May 29, 2026 (Fri)**

Please note that some sponsorship options may be unavailable depending on the application date, and adjustments may be necessary.

# Schedule

\*Schedule is subject to change.



\*Content finalization deadlines vary by sponsorship package.

**Sponsorship options are subject to availability based on application date and packages will be adjusted accordingly. Thank you for your understanding.**

\*1 Upon receipt and review of an application, an "Application Acceptance Notice" will be sent to the registered email address. The exhibitor agrees that receipt of this notice finalizes the exhibition contract.

## Submission Method

Please upload sponsor logos and creative data for all sponsorship menus via the application site at the URL below.

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

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

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

## Color Proofing

Color proof submission is limited to "once."

\*Additional proofs are available for a fee.

\*Please note that color proofs may not be available depending on the submission date.

We will provide a **set of 2** color proofs on the actual material: one scaled-down version (\*1) and one actual-size partial print (\*2).

\*Additional proofs are available for a fee.

\*Please note that color proofs may not be available depending on the submission date.

\*To specify an area for the actual-size proof, please include a document indicating the section with your submission.

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

\*2: For sponsorship items over 1m, a partial actual-size print will be provided.

## Print Material Submissions

- All creative must comply with the Computer Entertainment Software Ethics Code ([www.cesa.or.jp/action/forstakeholders/ethical-code/](http://www.cesa.or.jp/action/forstakeholders/ethical-code/)).
- The destination URL (landing page) must be included.
- Design data must be submitted as print-ready files. (The TGS Secretariat cannot make corrections or edits).
- Please submit data in Adobe Illustrator format (version CC2020 or later).
- For print ad submissions, please use the "Expand Appearance" command before submitting. Effects may not render correctly if the data is rotated during imposition.
- Create data with crop marks corresponding to the specified dimensions. (For large formats, you may create the data at 1/10 scale.)
- All text must be converted to outlines.
- Set the data resolution based on the final output size.  
[Guide Map] 300–350 dpi  
[Other than Guide Map] 200 dpi
- When submitting, please include a PDF showing the final dimensions in addition to the source file.
- For Illustrator files, do not embed images. Instead, please include all linked files with your submission.
- Specifications vary depending on the sponsorship menu.  
If a specific template is provided, please create your data using that format.

## Web Banner Submission

- Supported file formats: GIF, JPG, PNG.
- File size: Up to 150KB. Resolution: 75dpi at actual size.
- No specific design restrictions, but all creative must comply with the Sponsorship & Advertising Terms.
- All web banners will be clearly marked as “PR”.
- Once posted, creative cannot be replaced except to correct typographical errors.
- Banners will be released simultaneously on the official launch date designated by Tokyo Game Show 2026. However, materials under embargo or late submissions will be handled on a case-by-case basis.  
※Please note that specific publication times cannot be guaranteed for these cases.
- Please provide the destination URL with your creative submission.
- A report on impressions and clicks will be provided after the event.

## Web Video Submission

- Length: 6–15 seconds recommended (30 seconds max).
- File formats: MP4, WebM, MOV.
- Frame rate: 30fps or less recommended.
- Bitrate: 1.5–5 Mbps.
- File size: 50KB–5MB.

### Sony Music Solutions (SMS) Tokyo Game Show Secretariat Special Sponsorship Menu Inquiries

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

\*We will respond to your inquiry within 3 business days.

Please note that some inquiries may require additional time for a response.

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



# ⑤ Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions

## Contact

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat  
Special Sponsorship Menu Inquiries  
[tgs-sponsor@sms-office.jp](mailto:tgs-sponsor@sms-office.jp)

\*We will respond within 3 business days.  
Please note that some inquiries may take longer to answer.  
\*If you do not receive a reply, please ensure your settings allow emails from [tgs-sponsor@sms-office.jp](mailto:tgs-sponsor@sms-office.jp) and contact us again.

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

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

## ■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

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

## ■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.

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

## ■ 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.

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

## (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.

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

## ■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

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

## ■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.

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

## ■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.

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

## ■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.

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

## ■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.