

# TOKYO GAME SHOW 2026

30TH  
ANNIVERSARY



## Family Game Park Exhibition & Sponsorship Guide

Ver. 01 / 2026.02.10

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An aerial photograph of a large, crowded exhibition hall, likely a gaming convention. The floor is light-colored, and the ceiling is high with visible structural elements. The image is heavily overlaid with a semi-transparent yellow color, which is most prominent in the center where the text is located. The text '1 Overview' is written in white, bold font. The overall atmosphere is busy and vibrant.

# ① Overview

## Family Game Park: Learn & Play

The Family Game Park is an area for families to experience gaming through learning and play, attracting ~7,000 visitors daily.



An exclusive area for children (junior high and younger) and their guardians.  
(Free Admission)

At ASOVIVA! (Play), kids can play the latest age-appropriate games from various developers.  
MANAVIVA! (Learn) offers hands-on experiences for children to learn about the game creation process and careers in the industry.  
We invite you to exhibit and sponsor this event to help nurture the next generation of gamers and creators.



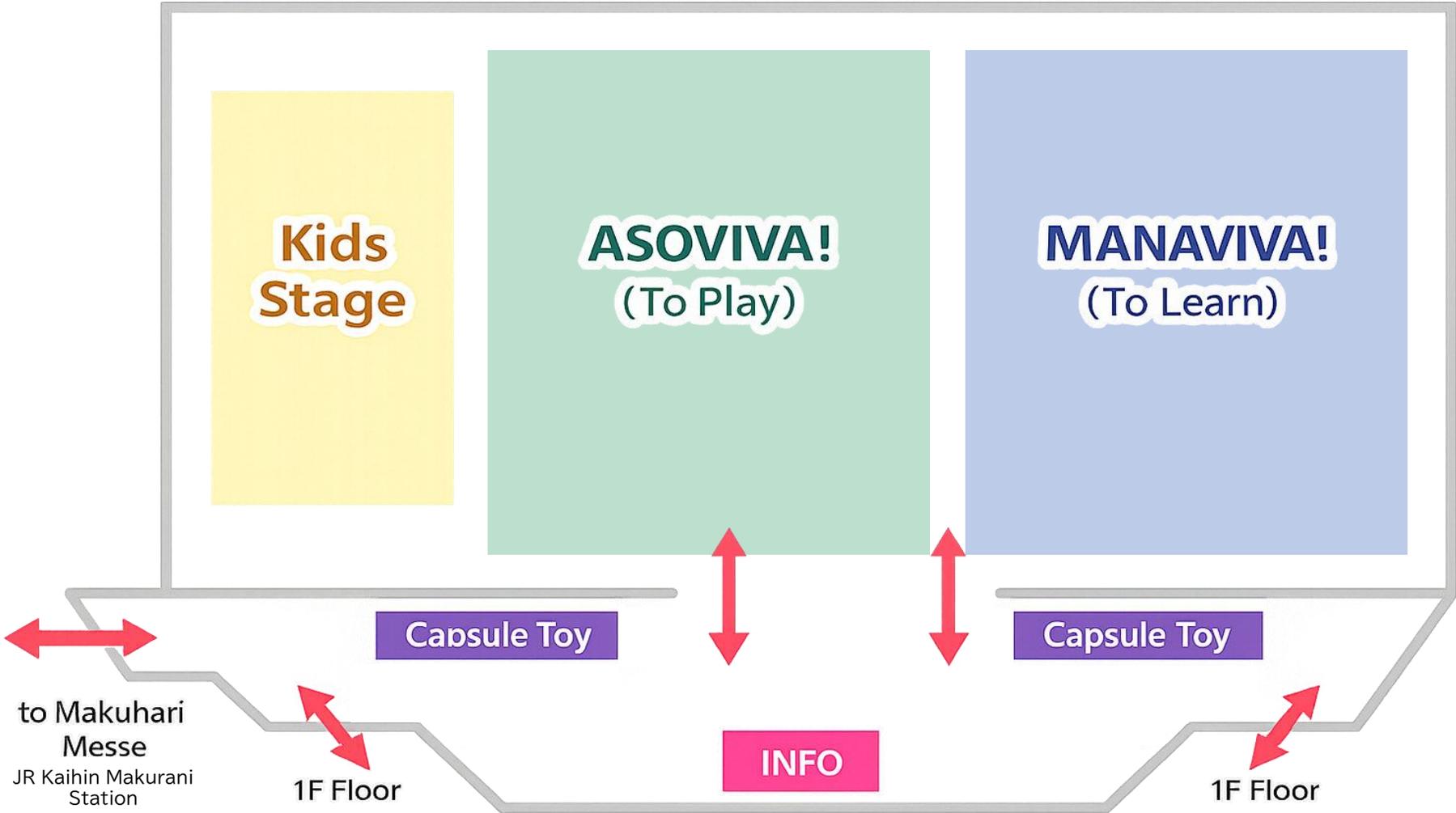
Name	Tokyo Game Show 2026 Family Game Park
Organizer	Computer Entertainment Supplier's Association (CESA)
Co-organizers	Nikkei BP / Sony Music Solutions Inc.
Dates	September 17, 2026 (Thu) Organizer Setup September 18, 2026 (Fri) Exhibitor Setup Day September 19, 2026 (Sat) Public Day 9:30am-5:00pm *Last admission 4:00pm September 20, 2026 (Sun) Public Day 9:30am-5:00pm *Last admission 4:00pm September 21, 2026 (Mon) Public Day 9:30am-4:00pm *Last admission 3:00pm  *No early admission for the Family Game Park.
Venue	TKP Tokyo Bay Makuhari Hall  *This year, the venue has been changed from Makuhari Messe to TKP Tokyo Bay Makuhari Hall.
Audience	Junior high school students & younger, and their guardians only
Admission	Free
Content	MANAVIVA! / ASOVIVA! / Stage / Capsule Toys / Greeting Area / Stamp Rally, etc.
Secretariat	Sony Music Solutions Inc. Family Game Park Secretariat

Approx. 10-minute walk from Kaihin-Makuhari Station



# Venue Layout

Venue: TKP Tokyo Bay Makuhari Hall 2F



## ASOVIVA!



### Game Demo Area

A game demo corner exclusively for elementary and middle school students. Play new titles from the main exhibition hall in a relaxing space for the whole family.

## Past Exhibitors

20 titles to be exhibited in 2025



\* Playable titles are limited to CERO Rating B or below.

## MANAVIVA!



### Work Experience Area

Easily experience game development with special kits in the Work Experience Area. Enjoy fun, hands-on activities for families to learn about the latest technology. Sponsors and exhibitors can host hands-on programs featuring their products and services.

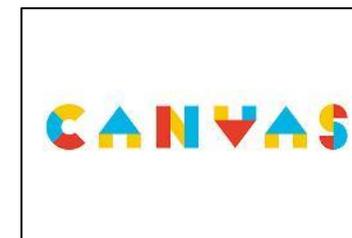
### Game Engineer Experience ~toio Workshop~

Experience design, programming, and execution in this workshop featuring the toio cube robot.



### Sound Creator Experience ~Make Music with Nintendo Switch!~

Create your own music with KORG Gadget for Nintendo Switch! Learn to compose on a computer and have fun arranging nursery rhymes into game music.



### Design & 3DCG Experience ~Drawing Cruise~

Your own drawings come to life as AR images on a high-resolution screen. Create art on the Sociable Cart (SC-1) in an immersive MR experience.



※ Sponsorships from non-gaming companies are also welcome.

## Kids Stage



## Stage & Greeting Area

This stage in the Family Game Park offers a flat, open space, making it easy for young children to participate. We offer a variety of programs for families to enjoy together. This stage is also available for sponsor and exhibitor promotions.

## Stage Programs (est.)

- Family Game Park Announcements
- Sponsorship & Exhibitor Stage
- Mascot Stage
- Mascot Meet & Greetings



An aerial, high-angle photograph of a large, crowded exhibition hall, likely a gaming convention. The floor is a light color, and the ceiling is high with visible structural elements. The crowd is dense, with many people standing in groups. A prominent yellow horizontal band is overlaid across the middle of the image, containing the text '2 Menu Overview'.

## ② Menu Overview

## Exhibitor & Sponsorship Menu Overview

We offer 7 individual menus and 3 set menus: Kids Stage Set, Exhibitor + Sponsorship, and Sponsorship + Sponsorship.

Category	Exhibitor Slots			Sponsorship Slots			
	1 ASOVIVA!	2 MANAVIVA!	3 Stage	4 Title Sponsor	5 Photo Spot	6 Photo Session	7 Kids Stage Viewing Area
Slots	26	8	40	1	2	1	2
Price (tax incl.)	¥275,000	¥385,000	¥110,000	¥3,300,000	¥990,000	¥990,000	¥990,000

### ASOVIVA! or MANAVIVA! + Stage (Stage fee waived)

Exhibitors of ASOVIVA! or MANAVIVA! can use **one Kids Stage slot for free.**

### Exhibitor + Sponsorship Set Discount (20% OFF Sponsorship Fee)

A 20% discount on sponsorship menus is available exclusively for companies **with a paid Family Game Park exhibitor slot.**

### Sponsorship + Sponsorship Set Discount (20% OFF Sponsorship Fee)

A 20% discount on the total sponsorship fee is available exclusively for companies **applying for two or more Family Game Park sponsorship menus.**

An aerial, high-angle photograph of a large, crowded exhibition hall. The floor is a light color, and the ceiling is high. The space is filled with people, mostly seen from above as dark silhouettes. The overall lighting is bright, and the image has a yellowish tint. A solid yellow horizontal bar is overlaid across the middle of the image, containing the text '③ Exhibitor Menu'.

## ③ Exhibitor Menu

## 1 ASOVIVA! Game Trial Booths

A game trial corner for elementary and junior high school students. An area where families can safely enjoy the latest games from various publishers.

\*Exhibited titles are limited to CERO Rating B or below.

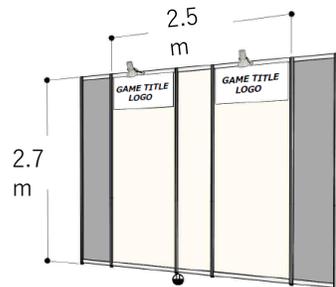
(Width 2.5m x Depth 2.5m)

General

¥275,000  
(tax incl.)

CESA Member

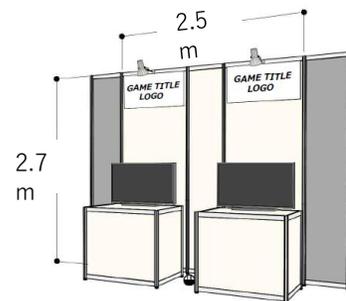
¥220,000  
(tax incl.)



- ✓ Exhibition fee includes basic furnishings (wall panels, title logo panel, lighting, 2-outlet power strip) and electrical work.
- ✓ Game trial stations, internet, monitors, and platforms require a separate paid application.
- ✓ Support staff available for ¥99,000 (tax incl.) per person for 3 days.
- ✓ Please contact the Secretariat for standard 3m x 3m booths.
- ✓ Free use of the Kids Stage (one slot per company).

Large Booth Exhibitors

Free



- ✓ Exhibitors with **42+** booths in other areas receive up to 2 free booths (max 4 trial stations).
- ✓ Paid exhibitors have priority. A lottery will be held if demand is high.
- ✓ Includes 2 trial stations with monitors per booth. Platforms and internet not included.
- ✓ One support staff member per day can be provided free of charge.
- ✓ Exhibitors must provide their own PCs, smartphones, monitors, and cables.
- ✓ Free use of the Kids Stage (one slot per company).

Slots

**26**  
Booths

Application Deadline

**May 29 (Fri) 11:59pm (JST)**

\*The number of booths is subject to change based on other area allocations.

## 2 MANAVIVA! Booth Exhibition

Providing hands-on career experiences in the game industry to foster future creators.

		Booth Fee (tax incl.)	Package Booth Fee (tax incl.)		
1 Booth	General	¥385,000	¥110,000		<ul style="list-style-type: none"> <li>•Wall panels</li> <li>•Parapet, company nameplate</li> <li>•LED stick light x1</li> <li>•2-outlet receptacle x1 (100V 1500W)</li> </ul>
	CESA Member	¥308,000			
2 Booths	General	¥770,000	¥220,000		
	CESA Member	¥616,000			
3 Booths	General	¥1,155,000	¥330,000		<ul style="list-style-type: none"> <li>•Wall panels</li> <li>•Parapet, company nameplate</li> <li>•LED stick light x3</li> <li>•2-outlet receptacle x3 (100V 1500W x3)</li> </ul>
	CESA Member	¥924,000			

- ✓ With Secretariat approval, game software and related products for exhibited titles can be sold in the booth.
- ✓ Please contact us for custom booth designs or additional decorations. (Separate estimate required)
- ✓ Internet and carpeting not included.
- ✓ Support staff available for ¥99,000 (tax incl.) per person for 3 days.
- ✓ Free use of the Kids Stage is available. (Generally 1 slot per company)

\*The number of booths is subject to change based on other area allocations.

Slots

8

Booths

Application Deadline

May 29 (Fri) 11:59pm (JST)

## 3 Kids Stage

This stage in the Family Game Park offers a flat, open space, making it easy for young children to participate. It can host game tournaments for exhibited titles, character shows, PR events, and more.

	1 slot/30 min	What's Included	
General	¥110,000 (tax incl.)	① Stage usage fee (incl. specified rehearsal time)	<ul style="list-style-type: none"> <li>✓ Standard equipment includes a large monitor, fixed lighting, and 2 wireless handheld mics.</li> <li>✓ Additional equipment can be arranged for a separate fee.</li> <li>✓ However, some equipment may not be available through the Secretariat.</li> <li>✓ You may bring your own equipment, subject to prior spec confirmation.</li> <li>✓ Exhibitors must provide their own operators for brought-in equipment.</li> <li>✓ Support staff available for ¥99,000 (tax incl.) per person for 3 days.</li> </ul>
CESA Member	¥88,000 (tax incl.)	② Basic equipment & operator	

### Sample Stage Schedule

① 10:00-10:30
② 10:30-11:00
③ 11:00-12:30
④ 12:30-14:00
⑤ 14:00-15:00
⋮

### Family Game Park Exhibitor Benefit

**Exhibitors at ASOVIVA! or MANAVIVA! Receive one free slot on the Kids Stage.**

### Slot Selection Method (Family Game Park)

For the slot selection process, please refer to the Kids Stage selection priority on P18 of this document.

Slots  
**40** Booths

Application Deadline  
**May 29 (Fri) 11:59pm (JST)**

\*The number of slots is subject to change based on availability.

## Booth Location Selection Priority

Booth locations are determined at the Family Game Park Booth Location Selection Meeting. Booths are selected in order of priority at the meeting.

If applications are numerous, booths may be filled before your selection turn.

**Cancellation without a fee is only possible if no booths are available.**

**The Family Game Park Selection Meeting will be held on-site after the Exhibitor Briefing on Wednesday, July 8.**

### ASOVIVA! & MANAVIVA! Selection Priority

- ① Paid exhibitors
- ② Exhibitors with more booths
- ③ Previous exhibitors (Family Game Park 2025)
- ④ Exhibitors who applied by the deadline
- ⑤ CESA member exhibitors
- ⑥ Order of application

\*Selection is prioritized in the order of ① to ⑥ above.

\*If multiple exhibitors have the same number of booths, selection order is based on the priority above.

\*If all conditions are identical, selection order will be determined by lottery.

\*Changes cannot be made after booth selection. However, changes may be made in consultation with the Secretariat if other exhibitors cancel or add booths.

\*The selection method may change based on application status. In such cases, the Secretariat will notify you before the selection meeting.

\*The booth map will be released at the selection meeting and will not be shared beforehand.

### Kids Stage Selection Priority

- ① Paid exhibitors
- ② Family Game Park sponsors
- ③ MANAVIVA! exhibitors
- ④ ASOVIVA! exhibitors
- ⑤ Kids Stage-only exhibitors
- ⑥ Order of application

\*Selection is prioritized in the order of ① to ⑥ above.

\*Priority is given to exhibitors of the same rank or with more slots.

\*If conditions are identical, the Secretariat will determine the selection order based on past exhibition records, application timing, etc.

\*Kids Stage-only exhibitors with 4 or more slots will be moved to the top priority.

An aerial photograph of a large, crowded exhibition hall, likely a gaming convention. The image is heavily blurred and has a strong yellow color cast. A solid yellow horizontal band runs across the middle of the image, containing the text '④ Sponsorship Menu'.

## ④ Sponsorship Menu

## 4 Title Sponsorship

Title sponsorship branding as "Family Game Park Supported by [Company Name] (Product/Service Name)"

※Exclusive offer for non-game companies.

Price

3,300,000

JPY (tax incl.)

Slots

1

Booths

Application Deadline

Until 11:59pm, June 23 (Tue)(JST)

Location

Venue, Web, Print Media

Period

From announcement through the event period



## 5 Photo Spot Sponsorship

Photo spot with your company logo/service name located next to the Family Game Park 1F entrance.

Price

# 990,000

JPY (tax incl.)

Slots

# 2

Booths

Application Deadline

Until **11:59pm, June 23** (Tue)(JST)

Location

**1F,**  
next to entrance (indoors)

Period

**During the event**



\*The number of slots is subject to change based on venue availability.

## 7 Photo Session Sponsorship

A meet-and-greet area with costumed characters will be set up in the stage area. Provides a photo-op experience using instant cameras.

Price

# 990,000

JPY (tax incl.)

Slots

# 1

Booths

Application Deadline

Until 11:59pm, June 23 (Tue)(JST)

Location

## Kids Stage

Period

## During the event



✓ Support staff available for ¥99,000 (tax incl.) per person for 3 days.

## 8 Kids Stage Viewing Area Sponsorship

A relaxation area with cushions and other furnishings will be set up in the stage area.

Price

**990,000**

JPY (tax incl.)

Slots

**2**

Booths

Application Deadline

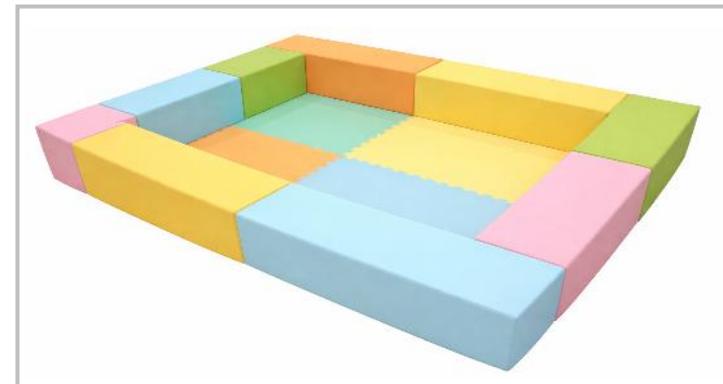
Until **11:59pm, June 23 (Tue)(JST)**

Location

**Kids Stage Viewing Area**

Period

**During the event**



An aerial photograph of a large, crowded exhibition hall, likely a gaming convention. The floor is a light color, and the ceiling is high with visible structural elements. The image is heavily blurred and has a strong yellow color cast. A solid yellow horizontal band is overlaid across the middle of the image, containing the text '⑤ Inquiries & Schedule'.

## ⑤ Inquiries & Schedule

## Application

### Family Game Park Exhibitor & Sponsorship Menu Application Site



This document contains the basic exhibitor and sponsorship menu.

For custom menu options or other inquiries, we can create a flexible plan for you. Please use the contact information below.

Please review and agree to the "Tokyo Game Show 2026 Sponsorship and Advertising Agreement and Family Game Park Exhibition Agreement" before applying.

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

**Exhibitor & Set Menu Deadline | May 29, 2026 (Fri)**

**Sponsorship Deadline | June 23, 2026 (Tue)**

## Inquiries

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat

Family Game Park Exhibitor & Sponsorship Menu Contact

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

\*We will respond within 3 business days. Please note that some inquiries may require more time to answer.

\*If you do not receive an email from the Family Game Park Secretariat, please ensure your settings allow emails from tgs-fgp@sms-office.jp and contact us again.

**Please note that some exhibitor/sponsorship options may not be available depending on the application date.  
In such cases, we will coordinate to adjust the details.**

# Schedule



\*After confirming application details, a "Registration Acceptance Notification" will be sent to the registered email address. Exhibitors and sponsors thereby agree that this notification finalizes the exhibition/sponsorship agreement.  
 \*If there are no overlapping requests for exhibitor/sponsor slots at the deadline, applications will be confirmed as submitted.  
 \*If applications exceed the planned number of booths, we may decline applications or request adjustments to booth numbers.

## Submission Method

Please upload sponsor logos and other data via the application site below.

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

\*The secretariat will contact you if there are any issues with your data.

\*For questions about submission formats, please contact the SMS 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 Submissions

- All creative materials 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/)).
  - A link to the destination site (landing page) must be included.
  - Submit final, print-ready design files. (The Secretariat cannot make corrections or edits).
  - Submit files in Adobe Illustrator format, created in Ver. CC2020 or later.
  - For print ads, please use the 'Expand Appearance' command before submitting.  
Effects may not render correctly if the data is rotated during imposition.
  - Create files with crop marks for each specified size.  
(For large-format designs, you may create the file at 1/10 scale.)
  - All text must be converted to outlines.
  - Set image resolution to 200 dpi at actual size.
  - In addition to the source file, please include a PDF showing the final dimensions.
  - Do not embed images in Illustrator files. Please include all linked files with your submission.
  - Specifications vary by sponsorship menu.
- If a template is provided, please follow it.

An aerial photograph of a large, crowded exhibition hall, likely a game show event. The floor is a light color, and the ceiling is high. The crowd is dense, with many people standing and some sitting. The image is overlaid with a semi-transparent yellow band across the middle, which contains the text. The overall tone is bright and energetic.

## ⑥ 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 Secretariat for the Exhibition organized jointly by the Organizer and the Co-organizers.

## ■Disclaimer Regarding Multilingual Versions

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

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

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

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

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

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

### ■ Formation of Contract

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

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

### ■ Sponsorship and Advertising Guidelines

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

## ■Scope and Content of Sponsorship and Advertising

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

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

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

## ■Compliance with Terms

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

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

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

## ■Eligibility for Sponsorship and Advertising

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

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

## ■Representations and Warranties

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

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

## ■Prohibition of Assignment

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

## ■Prohibition of Recruitment-Oriented Exhibitions and Advertising

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

## ■Submission of Exhibition Titles

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

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

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

## ■Sponsorship Application and Payment Deadlines

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

## ■Cancellation of Sponsorship Application

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

### (Special Sponsorship)

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

### (Official Program)

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

### (Event Stage)

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

### (Creator Lounge Sponsorship)

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

### (Family Game Park Sponsorship)

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

(Visitor Recruitment Website / Online Advertising)

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

(Official Map Advertising)

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

(Cosplay Area Sponsorship and Advertising)

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

(Food Court Sponsorship and Advertising)

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

(Official Operations Staff T-shirt Sponsorship)

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

## ■Liability for Damages

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

## ■Statistical Information

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

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

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

## ■ Force Majeure

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

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

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

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

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

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

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

### ■ Formation of Contract

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

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

## ■Compliance with Terms

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

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

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

## ■Eligibility for Exhibition

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

## ■Representations and Warranties

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

## ■Prohibition of Assignment

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

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

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

## ■Submission of Exhibition Titles

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

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

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

## ■Exhibition Application and Payment Deadlines

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

## ■Cancellation of Exhibition Application

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

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

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

## ■Restrictions on Exhibits and Merchandise

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

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

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

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

## ■Restrictions by Exhibition Category

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

## ■Regulations for the Physical Exhibition Venue

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

## ■Equipment and Infrastructure

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

## ■Liability for Damages

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

## ■Statistical Information

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

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

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

## ■Force Majeure

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

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

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

## ■Publication of Exhibitor Name

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