

TOKYO GAME SHOW 2026

30TH
ANNIVERSARY

Food Court Sponsorship & Advertising Guide

Ver.01 | 2026.02.10



① About Tokyo Game Show



TGS

TOKYO
GAME SHOW
2025 9.25 THU - 28 SUN

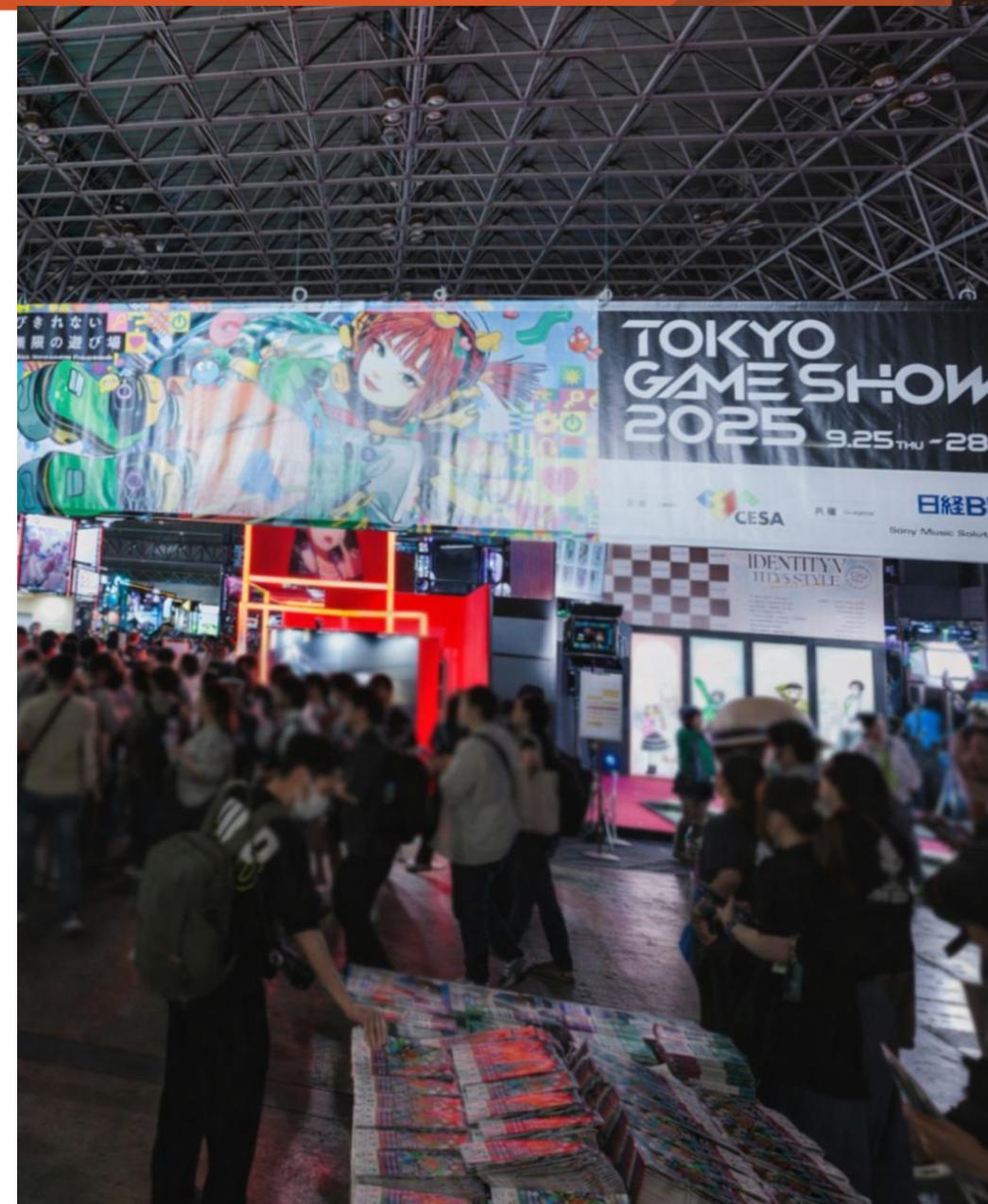
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Sony Music Solutions Inc.

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

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

Name	Tokyo Game Show 2026
Venue	Makuhari Messe Halls 1-11 + International Conference Hall + TKP Makuhari Bay Hall
Dates	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
Organizer	Computer Entertainment Supplier's Association (CESA)
Co-organizers	Nikkei Business Publications, Inc. Sony Music Solutions Inc.
Supporter	TBD





📍 Sponsorship & Advertising Highlights



The Appeal of the TOKYO GAME SHOW Food Court Area

Over 50,000 Meals Sold: Proven Sales & Promotional Impact

The TOKYO GAME SHOW food court offers long visitor dwell times, creating natural brand touchpoints through food.

TGS2025 sold over **50,000 meals**, a significant increase from ~45,000 the previous year.

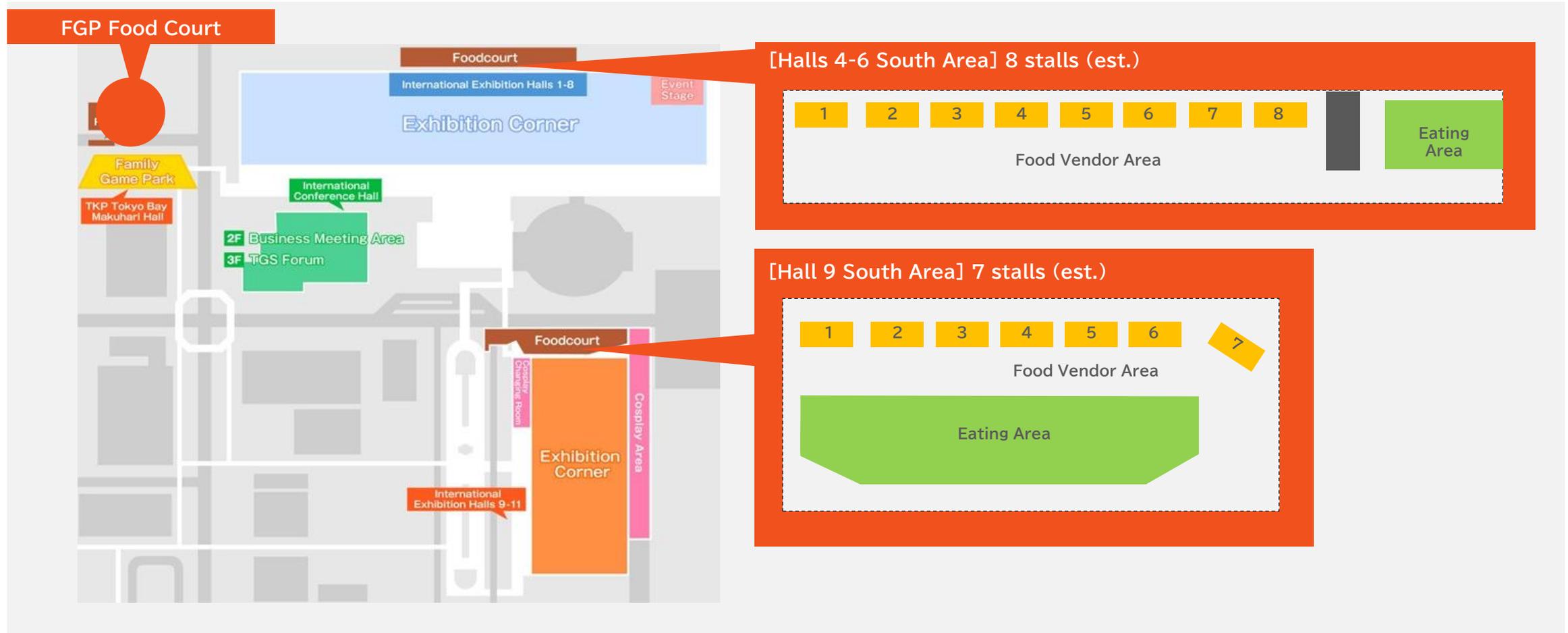
With a proven record of high traffic and turnover, the Halls 4-6 area sold **~8,000 meals in just 3.5 hours** on a public day (Sun, 28th).

The unique appeal of the TOKYO GAME SHOW food court is its ability to simultaneously drive sales while boosting brand awareness and product understanding.



Food Court Sponsorship & Advertising Locations

TGS2026 will feature three food courts: south of Halls 4-6, south of Hall 9, and at the Family Game Park (TKP Makuhari Bay Hall). Reach attendees during meals and breaks across all 5 days of the event (Business & Public Days).



Food Court Sponsorship & Advertising Plans

Experience unique "Food x Games" themed sponsorship menus at our 3 food areas, exclusive to TOKYO GAME SHOW. We offer enhanced food initiatives designed to create a lasting impression on attendees.

Sponsorship Category		Booth Sponsorship	Sampling Sponsorship	Topping Sponsorship	All 3 Ad Types
Slots		2 slots	2 slots	2 slots	13 slots total
Fee (excl. tax)		¥2.6-2.7 million	¥1.2-1.3 million	¥0.9-1.0 million	¥0.2-0.5 million
Logo & Info Placement	1 Official Website Top Page	●	●	●	
	2 Listing in Official Guide Map	● *Premium placement	●	●	
Food Court Booth	3 Sales booth provided	●			
On-site Branding	4 Free sampling / Menu integration		●	●	
Ad Placement	5 Ad placement in food court	●	▲		●

*Competitor exclusivity is not available for food court sponsorships.

*Gaming-related companies: Gaming PCs, gaming monitors, gaming peripherals/services (incl. streaming equipment/software), gaming furniture/chairs, etc.

*Non-gaming related companies: Food, beverages, etc.

*Sponsorships can include food/beverage collaborations using a gaming company's IP, as well as joint sponsorships.

*Please contact us to discuss custom plans; we can flexibly accommodate requests not listed in this guide.



③ Food Court Sponsorship Packages



NEW

01. Food Booth Sponsorship

[Sales Regulations] Food and beverages must be game-related.
 *Sales items are subject to prior review.
 *Some restrictions apply to products available for sampling, such as alcoholic beverages.

Fully customizable package to meet sponsor needs

Our premium sponsorship plan. Utilize one food court section for flexible promotions and sales activities tailored to your goals. Enjoy high flexibility, from selling game-themed collaboration food to offering products for gamers. Create a booth that fits your unique appeal.

POINT 1

Top-page placement on the official website
 *Food package sponsors will be displayed side-by-side (2 companies).



POINT 2

Promotion on official website, social media, and in press releases

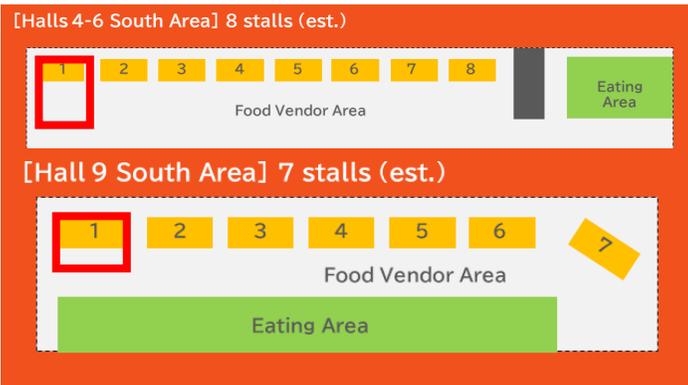
We will officially announce the details of your sponsored booth across various channels.

*Announcement text will be provided for your review after drafting and editing.



POINT 3

Sell your food and beverage products in one food court section



[Location] Halls 4-6 South Outdoor or Hall 9 South Outdoor
 [Section Size] Equivalent to 6 booths
 [Sales Period] During the event (9/17-9/21)
 [Optional (Separate Fee)] Collaboration food production, event operations, and construction

*Fee covers space only. Basic booth setup, electrical work, etc., are not included.
 *Please contact the SMS TGS Secretariat for section dimensions.
 *Operations and construction staff are not included.
 *Sponsors are responsible for creating their own operational plan for sales.

Halls 4-6 South Outdoor Food Court

1 Section JPY **2,750,000** (tax incl.)

Hall 9 South Outdoor Food Court

1 Section JPY **2,640,000** (tax incl.)

➔ Exclusive 2-Slot Discount Price:
 JPY **5,225,000** (excl. tax)

2

Slots

1 Slot in Halls 4-6 South Outdoor Food Court
 1 Slot in Hall 9 South Outdoor Food Court
 *Exclusive booking of both slots by one company is also available.

Application Deadline

June 23 (Tue) 11:59pm

NEW

02. Food Sampling Sponsorship

[Product Requirements] Must be a game-related food or beverage.
 *Sampling content is subject to prior approval.
 *Some restrictions apply to products available for sampling, such as alcoholic beverages.

Naturally Connect with Fans & Attendees through Food Promotion

Promote products to game fans, business visitors, and the general public via food court sampling or integration into food truck menus.

POINT 1

Sponsor Listing on Official Website Top Page
 *Will be listed below the food package sponsors.

FOOD COURT PARTNER



POINT 2

Promotion on official website, social media, and in press releases
 We will officially announce the details of your sponsored booth across various channels.
 *Announcement text will be provided for your review after drafting and editing.



POINT 3

Product Sampling in a Designated Food Court Section
 Distribute packaged product samples to TGS attendees.



[Location] Halls 4-6 South Outdoor or Hall 9 South Outdoor
 [Sales Period] During the event (9/17-9/21)
 [Includes] One 2x3 ken tent, 1 long table, 1 sign
 [Paid Options] Distribution staff, custom structures, portable power supply, etc.

- *Distribution is limited to one item per sponsor.
- *Products must be distributed in their original packaging.
- *Distribution content requires prior approval from the organizer.
- *Distribution location may change depending on attendee traffic flow.
- *Sponsors cannot specify the sampling location.
- *Sponsors are responsible for creating their own sampling operation plan.
- *Category exclusivity will be provided for sampling sponsorships.

Halls 4-6 South Outdoor Food Court

1 Slot
 JPY **1,320,000** (tax incl.)

Hall 9 South Outdoor Food Court

1 Slot
 JPY **1,210,000** (tax incl.)

➔ 2-Slot Exclusive Discount Price:

JPY 2,420,000 (tax incl.)

Number of Slots

2

Slots

1 Slot in Halls 4-6 South Outdoor Food Court
 1 Slot in Hall 9 South Outdoor Food Court
 One company can exclusively book both slots.

Application Deadline

June 23 (Tue) 11:59pm

NEW

03. Food Topping Sponsorship

Naturally Connect with Gamers Through Food

Promote products to game fans, business visitors, and the general public via food court sampling or integration into food truck menus.

[Product Requirements] Must be a game-related food or beverage.
 *Topping details are subject to prior review.
 *Some restrictions apply to products available for sampling, such as alcoholic beverages.

POINT 1

Sponsor Listing on Official Website Top Page

*Listed below the food booth sponsors.

FOOD COURT PARTNER



POINT 2

Promotion on official website, social media, and in press releases

We will officially announce the details of your sponsored booth across various channels.

*Announcement text will be provided for your review after drafting and editing.



POINT 3

Topping Integration with Existing Food Truck Menus

Add your product as a topping to items like rice bowls and sandwiches.



[Location] Halls 4-6 South Outdoor, or Hall 9 South Outdoor 1 Food Truck
 [Sales Period] During the event (9/17-9/21)
 [Other] One sign placed in front of the designated food truck.

*One item per sponsor may be distributed.
 *Distributed items require prior approval from the organizer.
 *Distribution location is subject to change based on attendee traffic flow.
 *Food trucks are assigned by the organizer and cannot be selected by the sponsor.
 *Distribution ends when the planned quantity runs out.
 *Exclusivity for sampling sponsorship is negotiable.

Halls 4-6 South Outdoor Food Court

1 Slot

JPY 1,100,000 (tax incl.)

Hall 9 South Outdoor Food Court

1 Slot

JPY 990,000 (tax incl.)

➔ Exclusive 2-Slot Discount Price:

JPY 1,980,000 (tax incl.)

Number of Slots

2 Slots

1 Slot in Halls 4-6 South Outdoor Food Court
 1 Slot in Hall 9 South Outdoor Food Court
 One company can exclusively book both slots.

Application Deadline

June 23 (Tue) 11:59pm

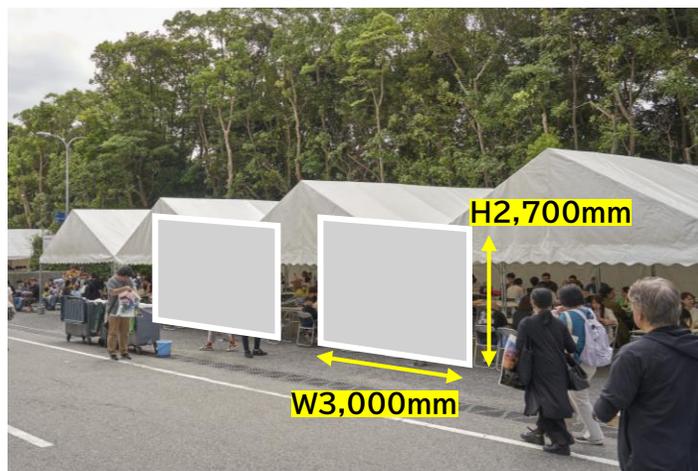


④ Food Court Advertising Options



04. Food Court Area Advertising

Advertise in the TGS Food Court, serving over 50,000 meals.
Reach visitors in a high-dwell-time dining area to effectively promote your games and services.



Highlights & Details

Create touchpoints in a natural, high-dwell-time area for maximum impressions.

Effectively reach both business and general attendees.

Location: Halls 4-6 South Outdoor Food Court or Hall 9 South Outdoor Food Court

Period: During the event (Sep 17-21)

Size: W3,000mm x H2,700mm

Material: Printed sheet *Installed on truss

Proofing: Color proof submission in late August. *Details on P.15

*Price includes production, installation, and one round of color proofing.

*Placement location is subject to consultation based on the number and arrangement of food trucks.

*Ad content is subject to prior review. One color proof will be provided.

1 Slot

JPY 550,000 (tax incl.)

*Installed in one location within either food court area.

Available Slots

6

Slots

Halls 4-6 South Outdoor Food Court: 3 slots
Hall 9 South Outdoor Food Court: 3 slots
*No limit on the number of slots per applicant.

Application Deadline

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

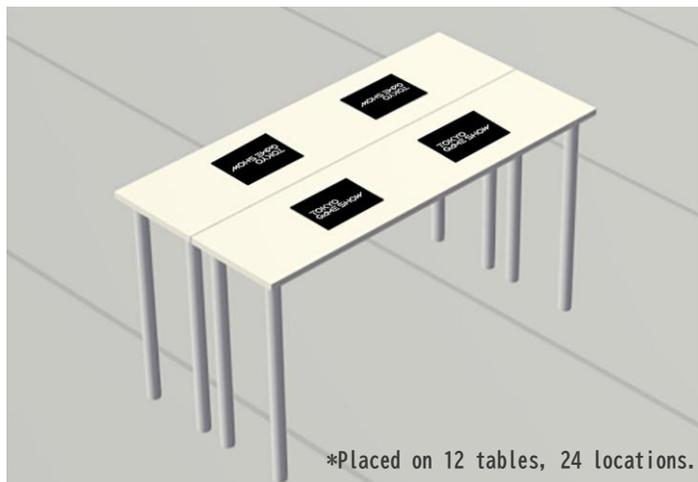
Artwork Submission Deadline

August 5 (Wed) 11:59pm (JST)

*The image above is a mock-up. The actual appearance may differ.

05. Food Court Tabletop Advertising

Sponsorship opportunities in the TGS Food Court, which serves over 50,000 meals. Reach visitors in a high-dwell-time dining area to effectively promote your games and services.



*The image above is a mock-up. The actual appearance may differ.

Highlights & Details

Ads are placed on tabletops in the dining area. Reach visitors while they eat and rest, making it ideal for conveying product features and brand messages.

Location: Halls 4-6 South Outdoor Food Court or Hall 9 South Outdoor Food Court
Period: During the event (Sep 17-21)
[Size] W297mm x H210mm
[Quantity] 12 tables, 24 locations
[Material] Printed sheet *Data output
Proofing: Color proof submission in late August. *Details on P.15

*Price includes production, installation, and one round of color proofing.
*Placement is subject to consultation based on the final table layout in the dining area.
*Ad content is subject to prior review. One color proof will be provided.

1 Slot
JPY **220,000**(tax incl.)

*Placed on 12 tables, 24 locations.

Available Slots

14

Slots

Halls 4-6 South Outdoor Food Court: 8 slots
Hall 9 South Outdoor Food Court: 6 slots
*No limit on the number of slots per applicant.

Application Deadline

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

Artwork Submission Deadline

August 5 (Wed) 11:59pm (JST)

NEW

06. Food Court Object / Installation Advertising

Sponsorship opportunities in the TGS Food Court, which serves over 50,000 meals. Reach visitors in a high-dwell-time dining area to effectively promote your games and services.

Highlights & Details

Express your game's world through 'food' and 'space' in a dedicated section of the Hall 9 South Outdoor Food Court. Create a memorable experience for attendees by installing objects, panels, and other advertising materials.

[Location] Hall 9 South Outdoor
 Period: During the event (Sep 17-21)
 [Size] Space equivalent to one booth
 [Ad Materials] Arranged by sponsor
 [Content Review] Installation details must be submitted for prior approval

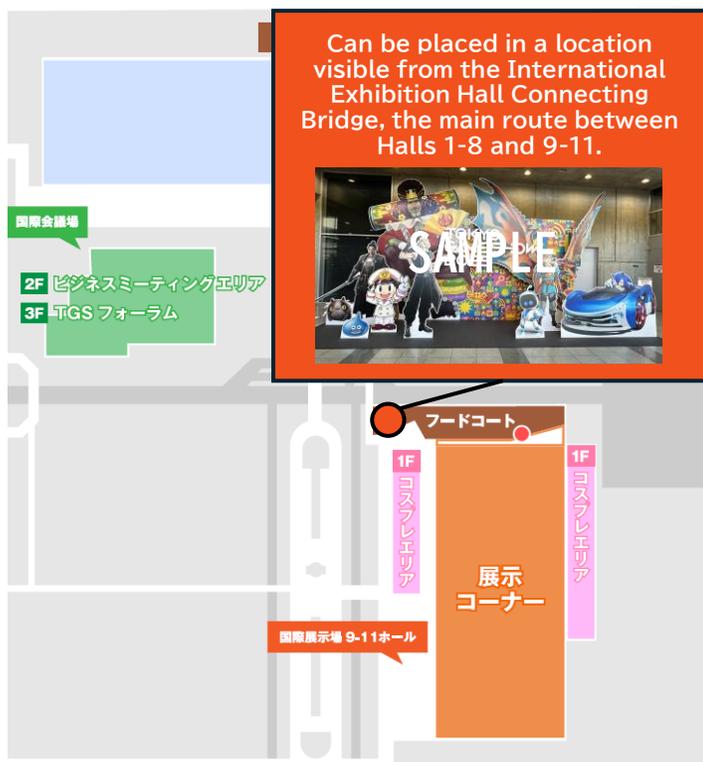
*Price is for space only. Production, installation, and shipping costs are not included.
 *Placement is subject to consultation based on the final table layout in the dining area.
 *Display content is subject to prior review.
 *Please contact the SMS TGS Secretariat for details on the designated area.

1 Slot
 JPY **330,000**(tax incl.)
 *Price is for space only.

Available Slots
1 Slots
 1 Slot in Hall 9 South Outdoor Food Court
 *The Halls 4-6 South Outdoor Food Court will not be available.

Application Deadline
June 23 (Tue) 11:59pm (JST)

Details Submission Deadline
August 5 (Wed) 11:59pm (JST)



*Image is for illustrative purposes only.



⑤ Food Court Sponsorship & Advertising: Application Information



Food Court Sponsorship & Advertising Application Site

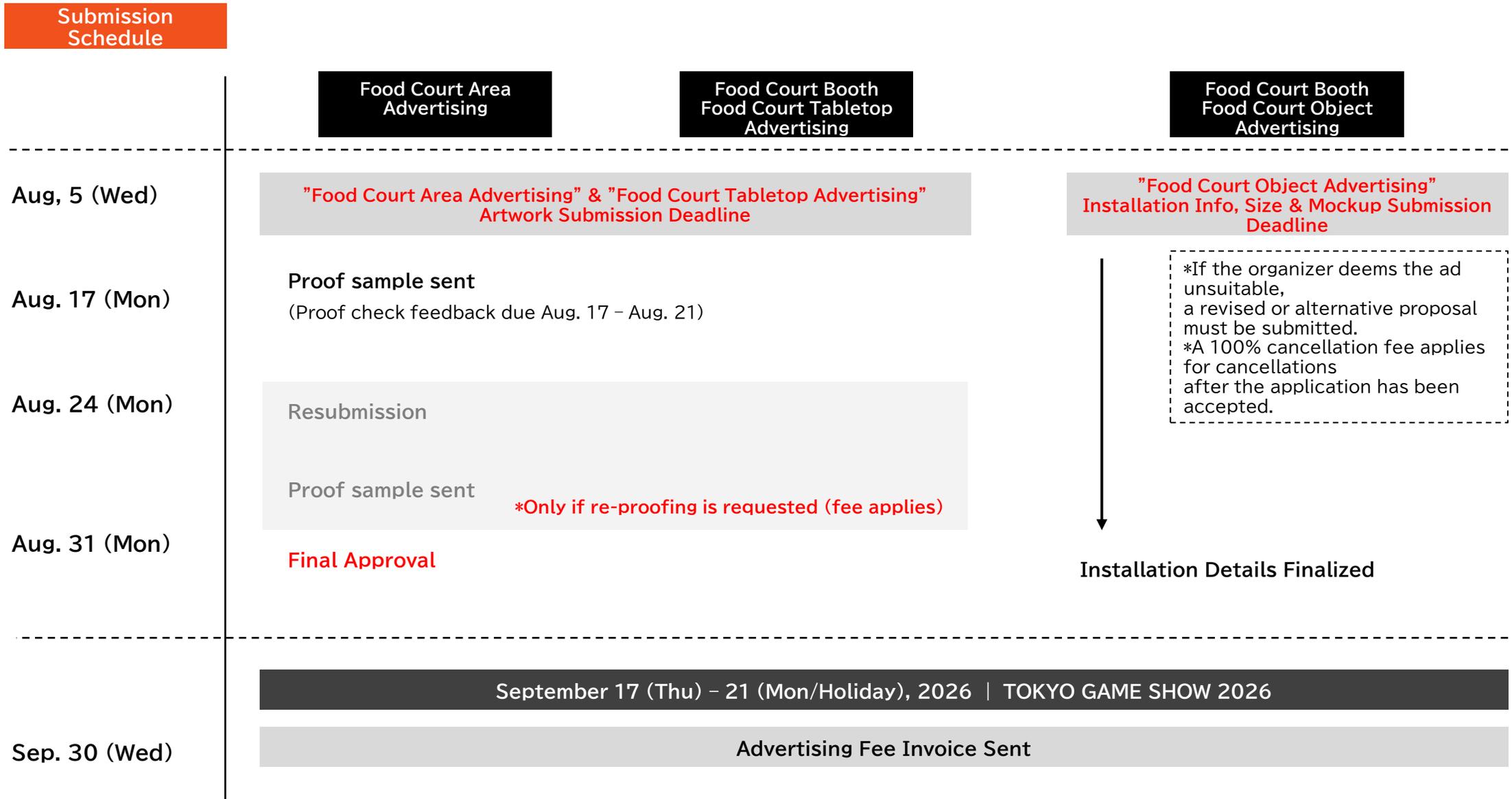


**This document outlines our basic sponsorship packages.
For custom sponsorship or advertising inquiries,
please contact us at tgs-ad@sms-office.jp
We can create flexible packages to meet your needs.**

- ※ All applicants must review and agree to the "TOKYO GAME SHOW 2026 Sponsorship and Advertising Terms and Conditions" before applying.
- ※ Applications are processed on a first-come, first-served basis. Please contact the SMS TGS Secretariat to confirm slot availability before applying.
- ※ We will contact you within 3 business days of receiving your application. Please note that responses may take some time.
- ※ Upon review and approval of your application, the SMS TGS Secretariat will send an "Application Acceptance Notice" to your registered email. Receipt of this notice finalizes the sponsorship agreement.
- ※ The food court is an outdoor area and will operate rain or shine.

Please note that some sponsorship packages may be unavailable depending on the application date. Package details may be adjusted accordingly.

Food Court Advertising Submission Schedule



Submission Method

Please upload sponsor logos and all ad data for sponsorship packages to the application site below.

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

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

*For questions regarding submission formats, please contact the Sony Music Solutions Secretariat via the inquiry form.

Color Proofing

Only **one round** of color proofing is provided.

*Additional color proofs are available for a fee per round.

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

Color proofs will be provided as a **two-piece set** on the final material: a scaled-down version of the full design (*1) and an actual-size partial sample (*2).

*Additional color proofs are available for a fee per round.

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

*If you have a specific area you would like for the actual-size sample, please submit a document clearly indicating the desired section.

*1: Applies only to sponsorship packages other than the guide map. For the guide map, only an actual-size partial sample will be provided.

*2: For sponsorship packages 1m or larger, this will be a partial actual-size sample.

Print Artwork Submission

- All creative must comply with the Computer Entertainment Software Ethics Code (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.
- 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.

Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat Food Court Sponsorship Contact tgs-ad@sms-office.jp

We will respond within 3 business days of your inquiry.

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

■Definitions

In each set of these terms and conditions:

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

■Disclaimer Regarding Multilingual Versions

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

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

(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.

■Cancellation of Sponsorship Application

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

(Special Sponsorship)

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

(Official Program)

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

(Event Stage)

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

(Creator Lounge Sponsorship)

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

(Family Game Park Sponsorship)

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

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

(Visitor Recruitment Website / Online Advertising)

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

(Official Map Advertising)

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

(Cosplay Area Sponsorship and Advertising)

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

(Food Court Sponsorship and Advertising)

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

(Official Operations Staff T-shirt Sponsorship)

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

■Liability for Damages

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

■Statistical Information

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

■Postponement, Modification, or Cancellation of the Exhibition

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

■ Force Majeure

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

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

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

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

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

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

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

■ Formation of Contract

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

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

■Compliance with Terms

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

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

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

■Eligibility for Exhibition

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

■Representations and Warranties

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

■Prohibition of Assignment

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

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

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

■Submission of Exhibition Titles

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

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

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

■Exhibition Application and Payment Deadlines

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

■Cancellation of Exhibition Application

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

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

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

■Restrictions on Exhibits and Merchandise

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

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

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

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

■Restrictions by Exhibition Category

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

■Regulations for the Physical Exhibition Venue

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

■Equipment and Infrastructure

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

■Liability for Damages

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

■Statistical Information

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

■Postponement, Modification, or Cancellation of the Exhibition

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

■Force Majeure

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

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

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

■Publication of Exhibitor Name

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