

TOKYO GAME SHOW 2026

30TH
ANNIVERSARY

Cosplay Area Sponsorship & Advertising Guide

Ver. 02 / 2026.02.12



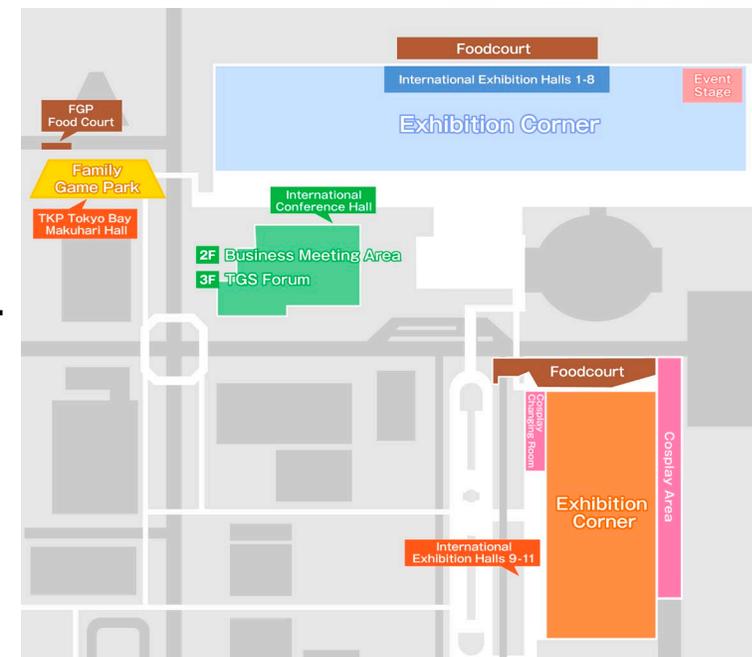
About the TGS Cosplay Area



ABOUT COSPLAY AREA

TOKYO GAME SHOW Cosplay Area is a highly popular event, attracting over 1,000 cosplayers daily. The area is typically set up in the loading zone and closed-off public roads between Halls 9-11 of Makuhari Messe. It's an open space accessible to all visitors, not just cosplayers. While cosplayers must pay a registration fee, viewing is free. The area attracts large crowds eager to see high-quality cosplay.

The bustling Cosplay Area is a top TGS attraction.



Cosplay Area Location *Location for TGS 2026 has not yet been disclosed.

TGS 2025 had 2,321 registered cosplayers over two days.





Cosplay Area Sponsorship & Advertising Options



Sponsorship & Advertising for Cosplayers & Attendees

<p>Format</p>	<p>1. Product Sampling Sponsorship</p> 	<p>2. Wall Banner Advertising</p>  <p><small>*Planned for Cosplay Area dressing room walls</small></p>	<p>3. In-Cosplay Area Poster Advertising</p> 
<p>Slots Available</p>	<p><Reception> 5 slots <In-Area> 1 slot</p>	<p>4 slots</p>	<p>10 slots</p>
<p>Sponsorship Fee</p>	<p><Reception> ¥550,000 (tax incl.)/slot <In-Area> ¥1,650,000 (tax incl.)/slot</p>	<p>¥660,000 (tax incl.)/slot</p>	<p>¥55,000 (tax incl.)/slot</p>
<p>Application Deadline</p>	<p>June 23 (Tue) by 11:59pm <small>*Japan Standard Time</small></p>		

Cosplay Area Sponsorship Application Site



Contact: tgs-ad@sms-office.jp

*Applicants must review and agree to the "TOKYO GAME SHOW 2026 Sponsorship and Advertising Terms" in this document before applying. Applications are accepted on a first-come, first-served basis.

Cosplay Area Sponsorship & Advertising Options

1. Product Sampling Sponsorship <Reception>

Distribute sponsor product samples at the cosplayer reception desk.
Boost brand awareness and understanding by putting your product directly in attendees' hands.

Reception Sampling



▲ Sampling Format: Handed out directly
*Illustrative image.

Sponsor samples will be distributed at the cosplayer reception desk.

Location

Cosplayer Reception

Samples are hand-distributed at the mandatory first-stop reception, ensuring you reach every participating cosplayer.

This first touchpoint creates a lasting PR impression.

Application Deadline

June 23 (Tue) by 11:59pm

*Japan Standard Time

Event Period

Held only on Public Admission Days

September 19 (Sat)

- September 21 (Mon/Holiday)

*Hours will follow the official TOKYO GAME SHOW 2026 schedule. Details are currently unannounced.

***Sampled products must be game-related.**

*All distributed items are subject to prior approval by the organizer.

*Distribution of food items (including beverages, snacks, etc.) is prohibited.

*Following a review, we may decline the sampling or request changes to the items.

*The organizer may specify the time and location for any in-area hand-to-hand sampling.

*Distribution of dangerous goods, items that may violate laws, or any items deemed inappropriate by the organizer is prohibited.

*The event details may be changed or canceled due to weather or operational circumstances.

*The fee includes costs for distribution staff.

Slots Available: 5

1 Slot: JPY 550,000 (tax incl.)

Cosplay Area Sponsorship & Advertising Options

1. Product Sampling Sponsorship <In-Area>

Distribute your product samples in the Cosplay Area.

Boost brand awareness and understanding by putting your product directly in attendees' hands.

In-Area Sampling



▲ Sampling Format: Handed out directly
*Illustrative image.

Distribute samples to **cosplayers and attendees** in the Cosplay Area.

Location

Halls 9-11 Cosplay Area

*The East Area is planned for Halls 9-10.

This high-traffic area, popular for photos and interaction with cosplayers, allows for **direct engagement with a diverse audience.**

Directly handing out samples is an effective way to **boost brand recognition.**

Application Deadline

June 23 (Tue) by 11:59pm

*Japan Standard Time

Event Period

Held only on Public Admission Days

September 19 (Sat)

- September 21 (Mon/Holiday)

*Hours will follow the official TOKYO GAME SHOW 2026 schedule. Details are currently unannounced.

***Sampled products must be game-related.**

*All distributed items are subject to prior approval by the organizer.

*Distribution of food items (including beverages, snacks, etc.) is prohibited.

*Following a review, we may decline the sampling or request changes to the items.

*The organizer may specify the time and location for any in-area hand-to-hand sampling.

*Distribution of dangerous goods, items that may violate laws, or any items deemed inappropriate by the organizer is prohibited.

*The event details may be changed or canceled due to weather or operational circumstances.

*The fee includes costs for distribution staff.

Slots Available: 1

1 Slot: JPY 1,650,000 (tax incl.)

Cosplay Area Sponsorship & Advertising Options

1. Product Sampling Sponsorship <At Reception / In-Area>

Schedule

Feb. 10 (Tue)

Application Start ※First-come, first-served

Jun. 23 (Tue)

Application Deadline ※Application Acceptance Notice sent approx. 3 business days after deadline.
※100% cancellation fee applies after acceptance notice is sent.

Jul. 08 (Wed)

Exhibitor Briefing: Participant Registration Site OPEN

Jul. 09 (Thu) ~

Submit Sampling Product Overview for Secretariat Review

Submit product information and related materials for planned samples.
After review, we may request content changes or additional materials.

Aug. 18 (Tue)

Sampling Product Final Decision Deadline Distribution Quantity Adjustment

Sep. 01 (Tue)

Delivery Instructions & Final Quantity Adjustments

※Delivery details (date, location, method) will be provided. Consult us by this date for quantity changes or additions.
※Requests may not be accommodated depending on timing and content.

2026.9.17(Thu)~21(Mon) TOKYO GAME SHOW 2026 | **9.19(Sat)~21(Mon) COSPLAY AREA OPEN!!**

Late Sep.

Invoice Issuance ※Payment due to designated account by end of October.

2. Wall Banner Advertising

Place your ad banner on the wall near the Cosplay Area dressing room entrance/exit.

▼ Installation Image (Mock-up image; actual venue may differ)

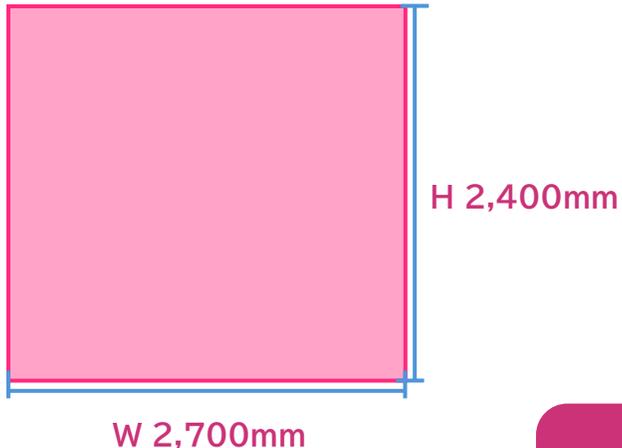


The Cosplay Area is a popular photo spot for attendees, creating **natural photo opportunities** for your ad. Photos posted to social media are expected, boosting brand awareness at the venue and creating a **secondary viral effect** online.

Location

Hall 9 East Side
Cosplay Dressing Room Near Entrance/Exit

▼ Ad Space Size



Application Deadline

June 23 (Tue) by 11:59pm

*Japan Standard Time

Event Period

Held only on Public Admission Days

September 19 (Sat)

- September 21 (Mon/Holiday)

*Hours will follow the official TOKYO GAME SHOW 2026 schedule. Details are currently unannounced.

***All posted materials must be game-related.**

*Content is subject to prior review by the organizer.

*Based on the review, we may request content changes or cancel the placement.

*Event details are subject to change or cancellation due to operational reasons.

Slots Available: 4

1 Slot: JPY 660,000 (tax incl.)

Cosplay Area Sponsorship & Advertising Options

2. Wall Banner Advertising

Schedule

Feb. 10 (Tue)

Application Start ※First-come, first-served

Jun. 23 (Tue)

Application Deadline ※Application Acceptance Notice sent approx. 3 business days after deadline.
※100% cancellation fee applies after acceptance notice is sent.

Jul. 08 (Wed)

Exhibitor Briefing: Registration Site Opens

Jul. 09 (Thu) ~

Data Submission & Secretariat Check

Proof Sample Sent

*After checking submission data, a proof sample will be created and sent. One round of color proofing is included.

Data Resubmission

*To request a revision, resubmit with notes. (Each revision incurs a fee).
*Please allow time for the creation and delivery of revised proofs.

Aug. 31 (Mon)

Final Submission Data Deadline

*If the proof is approved, please prepare final data by this deadline.

2026.9.17(Thu)~21(Mon) TOKYO GAME SHOW 2026 | **9.19(Sat)~21(Mon) COSPLAY AREA OPEN!!**

Late Sep.

Invoice Issuance ※Payment due to designated account by end of October.

Cosplay Area Sponsorship & Advertising Options

3. In-Area Poster Sponsorship

This sponsorship option allows sponsors to display their posters on the walls within the Cosplay Area.

Posters are placed along main attendee traffic routes for continuous visibility.

▼ Installation Image (Mock-up image; actual venue may differ)



Location

Hall 9 East Side Area

Placed for high visibility from dressing room and cloakroom queues to promote natural brand engagement.

This sponsorship boosts brand recognition as posters are repeatedly seen by attendees in high-traffic waiting areas, leaving a lasting impression.

Printing Option

A paid option where the Secretariat handles poster printing, delivery, and on-site setup. Simply provide the data; no on-site setup is required.
*Price includes one round of color proofing.

1 Slot: JPY 22,000 (tax included)

Application Deadline

June 23 (Tue) by 11:59pm

*Japan Standard Time

Event Period

Held only on Public Admission Days

September 19 (Sat)

- September 21 (Mon/Holiday)

*Hours will follow the official TOKYO GAME SHOW 2026 schedule. Details are currently unannounced.

- *All posted materials must be game-related.
- *Poster size is assumed to be A0.
- *Content is subject to prior review by the organizer.
- *Based on the review, we may request content changes or cancel the placement.
- *Event details are subject to change or cancellation due to operational reasons.

Slots Available: 10

1 Slot:

JPY 55,000 (tax incl.)

Cosplay Area Sponsorship & Advertising Options

3. In-Area Poster Sponsorship

Schedule

Feb. 10 (Tue)

Application Start ※First-come, first-served

Jun. 23 (Tue)

Application Deadline ※Application Acceptance Notice sent approx. 3 business days after deadline.
※100% cancellation fee applies after acceptance notice is sent.

Jul. 08 (Wed)

Exhibitor Briefing: Participant Registration Site OPEN

Jul. 09 (Thu) ~

Poster Outline Submission & Secretariat Review

- *Submit information and related materials for the planned poster.
- *We may request content changes or additional materials after reviewing the poster.

Schedule for Printing Option

From Jul. 09(Thu)

Submission Data Sent & Secretariat Review

Proof Sample Sent

*After checking the submission data, we will create and send a proof sample. One round of color proofing is included.

Data Resubmission

- *To request a revision, resubmit with notes. (Each revision incurs a fee).
- *Please allow time for the creation and delivery of revised proofs.

Aug. 31 (Mon)

Final Submission Data Deadline

*If the proof is approved, please prepare final data by this deadline.

Sep. 01 (Tue)

Delivery Method Guidance & Final Adjustments

- ※Delivery details (date, location, method) will be provided. Consult us by this date for quantity changes or additions.
- ※Requests may not be accommodated depending on timing and content.

2026.9.17(Thu)~21(Mon) TOKYO GAME SHOW 2026 | **9.19(Sat)~21(Mon) COSPLAY AREA OPEN!!**

Late Sep.

Invoice Issuance ※Payment due to designated account by end of October.



Cosplay Area Sponsorship & Advertising Application Process



Application Process

TGS-System (Cosplay Area Sponsorship Application Site)

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

Applications are processed on a first-come, first-served basis.

We will respond within 3 business days of your application.

Please note that some responses may require additional time.

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

Receipt of this notice confirms the exhibitor's agreement to finalize the exhibition contract.

Contact Information

Sony Music Solutions Inc. (SMS) TOKYO GAME SHOW Secretariat Cosplay Area Sponsorship Inquiries

tgs-ad@sms-office.jp

We will respond within 3 business days of your inquiry.

Please note that response times may vary depending on the inquiry.

If you do not receive an email from the SMS TGS Secretariat, please adjust your settings to allow emails from tgs-ad@sms-office.jp and contact us again.

Cosplay Area Sponsorship & Advertising Application

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.

Cosplay Area Sponsorship & Advertising Application

Submission Data Specifications

- 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.
[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.



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

■Definitions

In each set of these terms and conditions:

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

■Disclaimer Regarding Multilingual Versions

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

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

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

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

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

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

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

■ Formation of Contract

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

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

■ Sponsorship and Advertising Guidelines

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

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

■Scope and Content of Sponsorship and Advertising

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

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

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

■Compliance with Terms

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

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

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

■Eligibility for Sponsorship and Advertising

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

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

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

■Representations and Warranties

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

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

■Prohibition of Assignment

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

■Prohibition of Recruitment-Oriented Exhibitions and Advertising

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

■Submission of Exhibition Titles

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

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

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

■Sponsorship Application and Payment Deadlines

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

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

■Cancellation of Sponsorship Application

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

(Special Sponsorship)

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

(Official Program)

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

(Event Stage)

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

(Creator Lounge Sponsorship)

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

(Family Game Park Sponsorship)

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

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

(Visitor Recruitment Website / Online Advertising)

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

(Official Map Advertising)

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

(Cosplay Area Sponsorship and Advertising)

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

(Food Court Sponsorship and Advertising)

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

(Official Operations Staff T-shirt Sponsorship)

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

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.

■ Force Majeure

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

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

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

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

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

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

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

■ Formation of Contract

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

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

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

■Compliance with Terms

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

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

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

■Eligibility for Exhibition

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

■Representations and Warranties

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

■Prohibition of Assignment

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

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

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

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.

■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.