

30<sup>TH</sup>  
ANNIVERSARY

# TOKYO GAME SHOW 2026

Official Map Advertising Guide

Ver. 01 / 2026.02.10

# ABOUT OFFICIAL MAP

The TOKYO GAME SHOW official map is a vital resource, listing over 1,000 exhibitors. Many attendees with diverse objectives rely on the map to navigate the expansive venue. This section introduces advertising opportunities that leverage the official map to reach this key audience.



## The Essential Map for Finding Over 1,000 Exhibitors



# About the Official Map

## •Guide Map

A physical map distributed at the venue. 200,000 Japanese and 20,000 English versions will be distributed at 3 locations within the venue. In addition to the map, it includes information on official events like stages, food, and merchandise.



Easy-to-carry folded map



When unfolded, one side (H540mm x W855mm) displays the entire event.



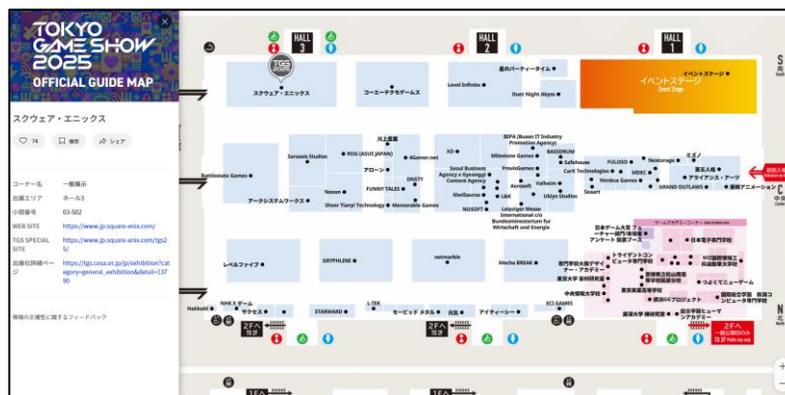
Distribution is planned for 3 locations within the event area.

## •Digital Map

A web map accessible from the official TGS website. It links with information registered by each exhibitor, allowing users to check locations and details on the map. This year, we are adding a feature where the display method changes when zooming, with a Priority Display setting for the zoomed-out view.



Access from the TOKYO GAME SHOW Official Website



The digital map is linked with detailed information for each exhibitor's booth.



Exhibitors with Priority Display are always shown with an image. The display method changes when zooming.



## Official Map Advertising



## About the Ad Slots

## Advertising to Boost Booth Traffic

※To protect minors, ads for Z-rated titles are not permitted on the map.

Ad Medium	Guide Map Ad Slot	Digital Map Ad Slot	Official Map Package
Number of Slots	<b>9 slots</b> (Inside pages) 8 slots/(Back Cover) 1 slot	<b>5 slots</b>	<b>3 slots</b>
Price	Early Bird: ¥330,000 (tax incl.)/slot Regular: ¥550,000 (tax incl.)/slot 2-Slot Pack: ¥990,000 (tax incl.)/slot Back Cover: ¥2,750,000 (tax incl.)/slot	Early Bird: ¥220,000 (tax incl.)/slot Regular: ¥330,000 (tax incl.)/slot	Early Bird: ¥550,000 (tax incl.)/slot Regular: ¥880,000 (tax incl.)/slot
Early Bird Deadline	<b><u>By Tuesday, March 31</u></b>		
Application Deadline	<b>By Tuesday, June 23</b>		

## Guide Map Advertising Application Site



Contact: tgs-ad@sms-office.jp

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

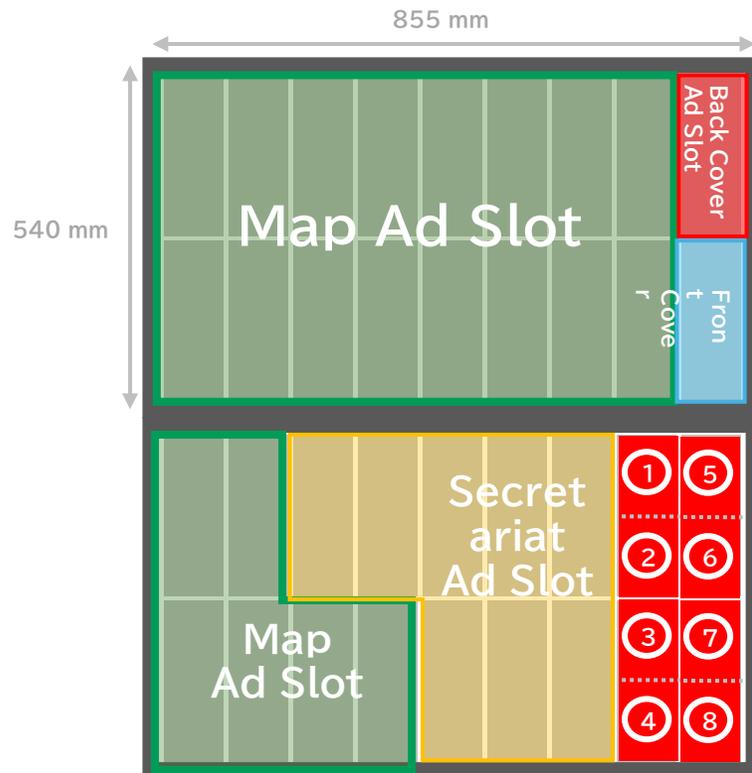


## Guide Map Ad Slot

### Sponsorship Overview

Ad space is available for purchase on the official Guide Map. Reach highly engaged attendees as they use the map to navigate the venue. Include booth information in your ad to guide attendees directly to your location.

\*Ad content must be game-related.



\*Layout is common for both JP and EN versions.

TGS Information

Ad Slot

Planned Circulation	Japanese version: 200,000 copies English version: 20,000 copies
Size	135 mm (H) x 95 mm (W)*Per slot
Paper Specs	Matte Coat / 90
Printing	4C / Full Color
Number of Slots	Ad Slots ①-⑧ (8 total) / Back Cover Ad Slot

Fee	1 Slot / ¥550,000 (tax incl.) / slot
	2 Slots / ¥990,000 (tax incl.) / slot
	Back Cover Ad Slot / ¥2,750,000 (tax incl.) / slot

Total 8 slots: JPY 550,000 (tax incl.) / slot

Application Deadline: June 23 (Tue)

Early Bird Discount For applications by March 31 (Tue)

Total 8 slots: JPY300,000 (tax incl.) / slot

\*Ad content can be different for the Japanese and English versions.

\*Ad placement is at the discretion of the Secretariat.



## Digital Map Ad Slot

### Sponsorship Overview

Your submitted image will be permanently displayed as a banner in the bottom right of the Digital Map screen.  
Clicking the banner navigates to the exhibitor's location and displays a window with their profile information.  
In addition to the banner, Priority Display will be used to increase the visibility of the exhibitor's name. When the map is zoomed out, exhibitor names that would not normally be displayed will be prioritized, making booths easier to recognize.

### In-Map Banner

Before the Digital Map loads, your submitted ad will be displayed as a banner.



- \*Ad content must be related to your TOKYO GAME SHOW exhibit.
- \*Size specifications will be provided separately.
- \*If multiple companies apply, banners will be displayed randomly.

### Map Priority Display

This feature prioritizes the display of the exhibitor's logo or name, even when zoomed out. Constant priority display on the map increases attendee recognition.



All exhibitors are displayed when zoomed in.



When viewing the entire map, exhibitors with Priority Display will always be visible.

Total 5 slots: JPY 330,000 (tax incl.) / slot  
Application Deadline: June 23 (Tue)

Early Bird Discount For applications by March 31 (Tue)  
Total 5 slots: JPY220,000 (tax incl.) / slot



## Official Map Package

### Sponsorship Overview

This package combines ad slots on the Guide Map and Digital Map. In addition to these two ad slots, the package includes a web banner and a promotional post on the official X account to drive booth traffic.  
\*Ad content must be game-related.

**Total 3 slots: JPY 880,000 (tax incl.) / slot**  
Application Deadline: June 23 (Tue)

**Early Bird Discount For applications by March 31 (Tue)**  
**Total 3 slots: JPY550,000 (tax incl.) / slot**

#### Guide Map

Guide Map Ad Slot 1 1 slot



#### Digital Map

In-Map Banner+Priority Display on map+[Website banner placement](#)



#### Announcement by the Secretariat

[Promotional Post on Official X](#)

### ▼Banner Placement Image

The banner is placed directly below the first-view screen. Display order is randomized with other banners.



Display format: [PC] Rotating display of 2 slots

[Smartphone] Rotating display of 2 slots

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

Placement Period: From Sep. 1 (Wed), coinciding with the public attendee site launch \*Tentative

### ▼Promotional Post on Official X



Post Content: Please provide one image and sample post text.

(Post content is subject to adjustment by the TGS Secretariat.)

Number of posts: 1

Posting Date: Posted between Aug. 1 and Sep. 13.

The TGS Secretariat will contact you to discuss the specific date.

# Official Map Advertising

Schedule

**Early Application Deadline**  
Application Deadline: March 31 (Tue)

**Regular Application Deadline**  
Application Deadline: June 23 (Tue)

2/10 (Tue)	Applications Open ※First-come, first-served		
3/31 (Tue)	Early Application Deadline		
6/23 (Tue)	Regular Application Deadline ※An Application Acceptance Notice will be sent within approx. 3 business days after the deadline. ※Please note that a 100% cancellation fee applies for cancellations made after the Application Acceptance Notice is sent.		
7/08 (Wed)	Exhibitor Briefing: Registration Site Opens		
7/28 (Tue) ~	<p><b>Guide Map Ad Slot</b></p> <ul style="list-style-type: none"> <li>■ Submit Ad Data for Secretariat Review</li> <li>Proof Sample Sent</li> <li>※After checking the submitted data, a proof sample will be created and sent. <u>Color proofing is limited to one round.</u></li> </ul>	<p><b>Digital Map Ad Slot</b></p> <ul style="list-style-type: none"> <li>■ Map Banner Data Submission Deadline</li> <li>※A screen sample will be sent at a later date.</li> </ul>	<p><b>Official Map Package</b></p> <ul style="list-style-type: none"> <li>■ Official Website Banner Data Submission Deadline</li> <li>※A screen sample will be sent at a later date.</li> <li>■ Official X Post Content Submission</li> <li>※Content adjusted by the TGS Secretariat.</li> <li>※Posted between 8/1 and 9/13.</li> </ul>
	8/18 (Tue)	<ul style="list-style-type: none"> <li>■ Resubmit Ad Data</li> <li>※Only if re-proofing is requested.</li> <li>※Proof sample will be resent upon receipt of revised data. (Additional fee applies)</li> </ul>	
8/31 (Mon)	<ul style="list-style-type: none"> <li>■ Final Data Submission Deadline</li> </ul>	<p>9/1 (Tue) Digital Map Launch※Tentative</p>	

**2026.9.17 (Thu) - 21 (Mon) TOKYO GAME SHOW 2026**

Late Sep

Invoices Sent ※Payment due to the designated account by the end of October.

## Application

### TGS-System (Official Map Advertising Application Site)

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

\*Applications are accepted on a first-come, first-served basis.

\*We will contact you within 3 business days of receiving your application.

Please note that our response may be delayed.

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

Receipt of this notice finalizes the exhibition agreement.

## Contact

### Sony Music Solutions Inc. (SMS) TOKYO GAME SHOW Secretariat Official Map Advertising Contact

tgs-ad@sms-office.jp

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

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

\*If you do not receive an email from the SMS TGS Secretariat, please ensure you can receive emails from tgs-ad@sms-office.jp and contact us again.

## Submission Method

To submit data for the various ad menus, please access the application site at the URL below and upload your files.

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

\*The secretariat will contact you if any issues are found with the data.

\*For inquiries about submission formats, please contact the SMS Secretariat via the form.

## Color Proofing

Only **one round** of color proofing for the Guide Map is provided.

\*Each additional round of color proofing will be subject to a fee.

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

Color proofs are provided as a **two-sheet set** on the actual material, consisting of a "scaled-down proof (\*1)" and an "actual-size proof (\*2)."

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

\*1: Applies only to sponsorship menus other than the Guide Map. The Guide Map proof will be an "actual-size proof."

\*2: For sponsorship items 1m or larger, a "partial actual-size proof" will be provided.

### Artwork Submission Guidelines

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



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

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

## Tokyo Game Show 2026 Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions

Applicants shall submit their applications upon agreeing to the applicable terms and conditions corresponding to their desired participation.

- Applicants wishing to apply for sponsorship and/or advertising placements:
  - (i) **Tokyo Game Show 2026 Sponsorship and Advertising Terms and Conditions**
- Applicants wishing to exhibit at the Family Game Park:
  - (ii) **Tokyo Game Show 2026 Family Game Park Exhibition Terms and Conditions**

The sections entitled “**Personal Information Protection Policy**,” “**Definitions**,” and “**Disclaimer Regarding Multilingual Versions**” below shall apply commonly to all of the above terms and conditions.

### ■ **Personal Information Protection Policy**

Personal information provided or transmitted in connection with exhibition applications, sponsorship applications, and other procedures related to Tokyo Game Show 2026 shall be jointly obtained from the applying entity or organization by the following three parties and shall be used in accordance with each party’s respective privacy policy:

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

## ■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

## ■Restrictions on Exhibits and Merchandise

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

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

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

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

## ■Restrictions by Exhibition Category

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

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

## ■Regulations for the Physical Exhibition Venue

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

## ■Equipment and Infrastructure

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

## ■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.