

# TOKYO GAME SHOW 2026



## Official Operations Staff T-shirt Sponsorship Guide

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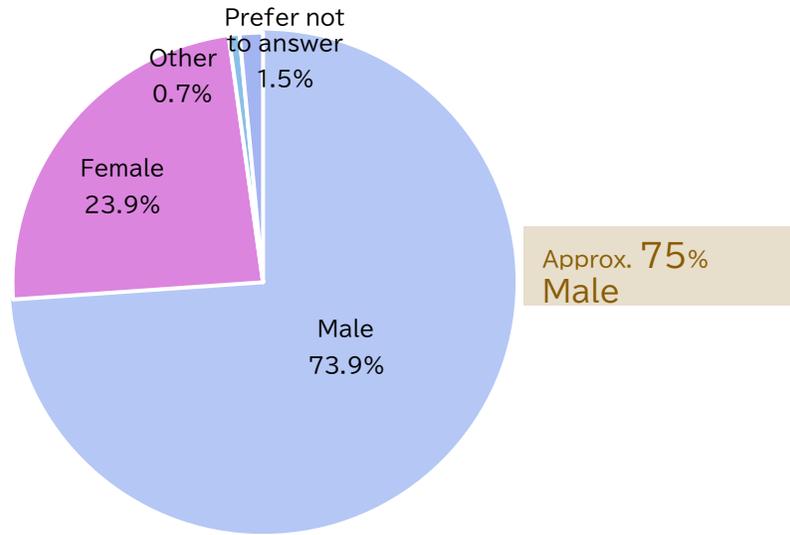
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A person is seen from the back, wearing a blue t-shirt with "TGS STAFF" printed on it. Below the main text, there are several logos: "PALWORLD", "ZKKO", "VALORANT", and "BEAMS". The background is a blurred indoor setting, possibly a convention hall.

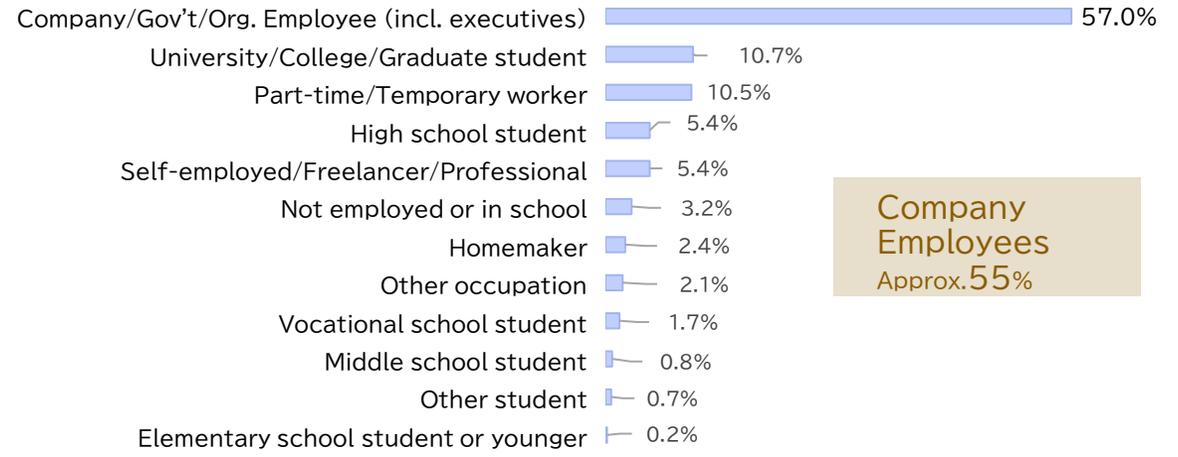
# ① About Tokyo Game Show

# Tokyo Game Show 2025 Results | General Visitor Demographics

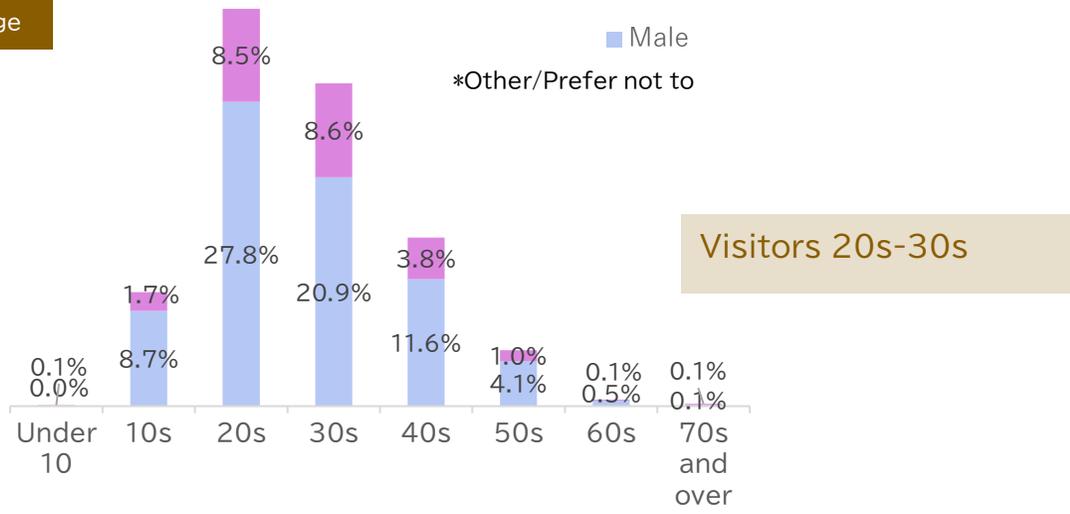
## Gender



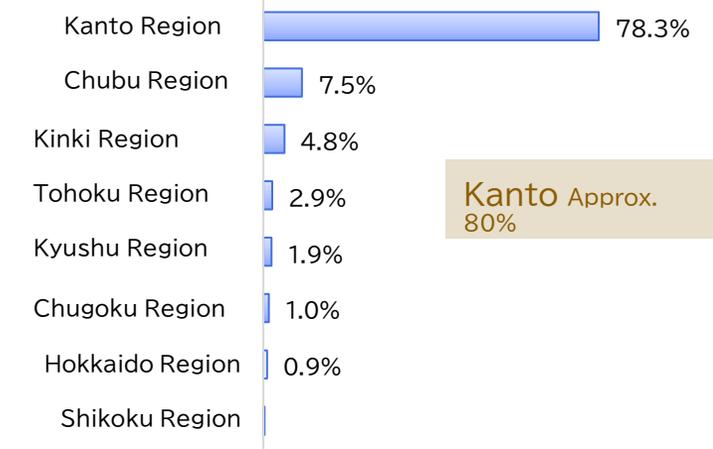
## Occupation



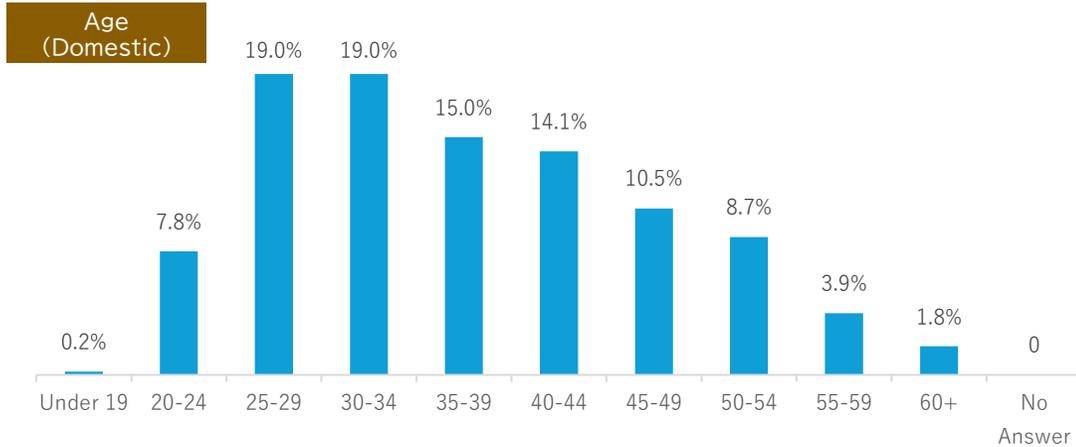
## Age



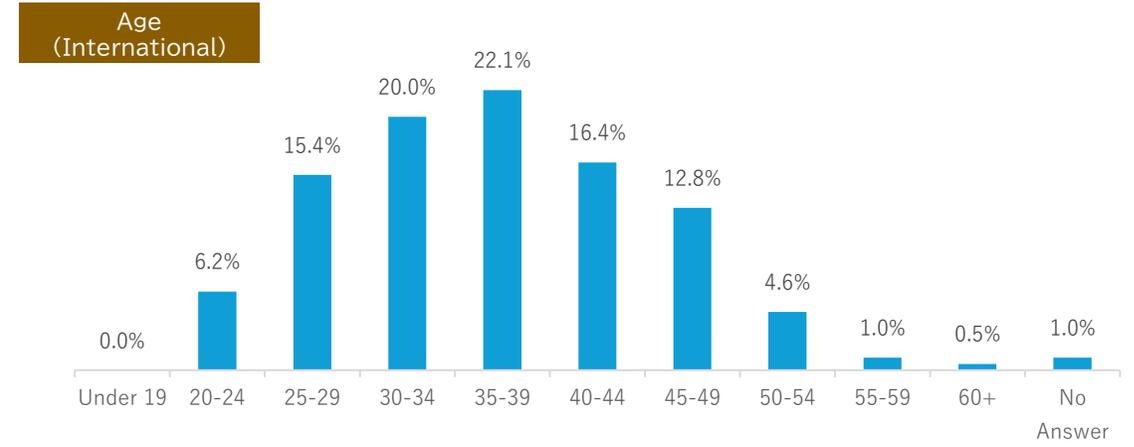
## Residence



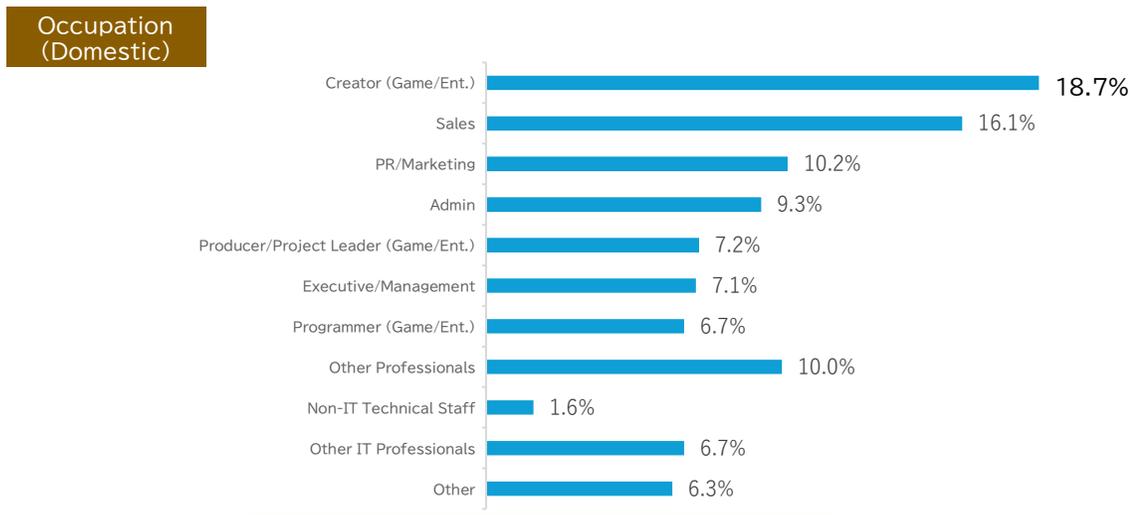
# Tokyo Game Show 2025 Results | Domestic & International Business Day Attendees



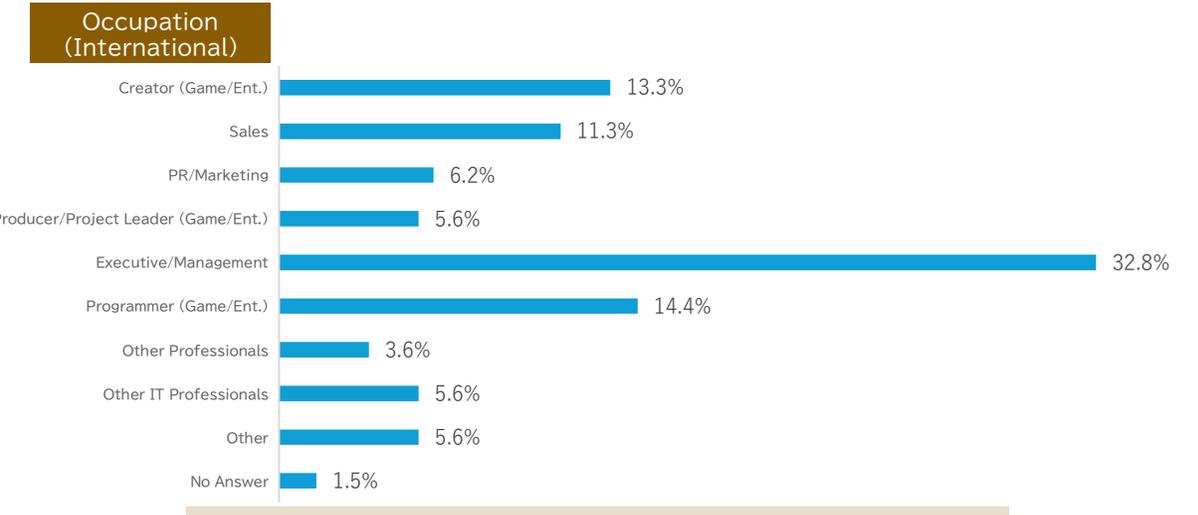
Attendees: 20s & 30s



Visitors



Sales & Creators: ~35%



Executives & IT Professionals: ~40%

# Tokyo Game Show 2025 Performance | Official Website & SNS

Official Website



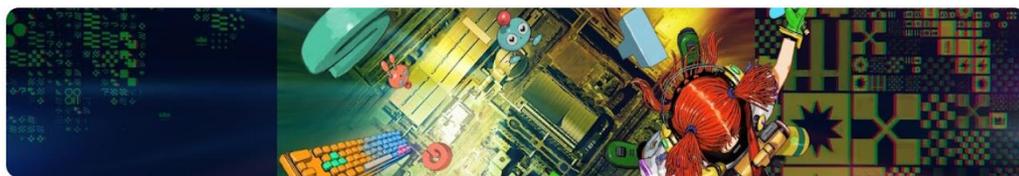
Approx. 10 million PV  
(+3 million PV YoY)

X Followers



Followers: Approx. 120,000

TGS Videos



TOKYO GAME SHOW/東京ゲームショー



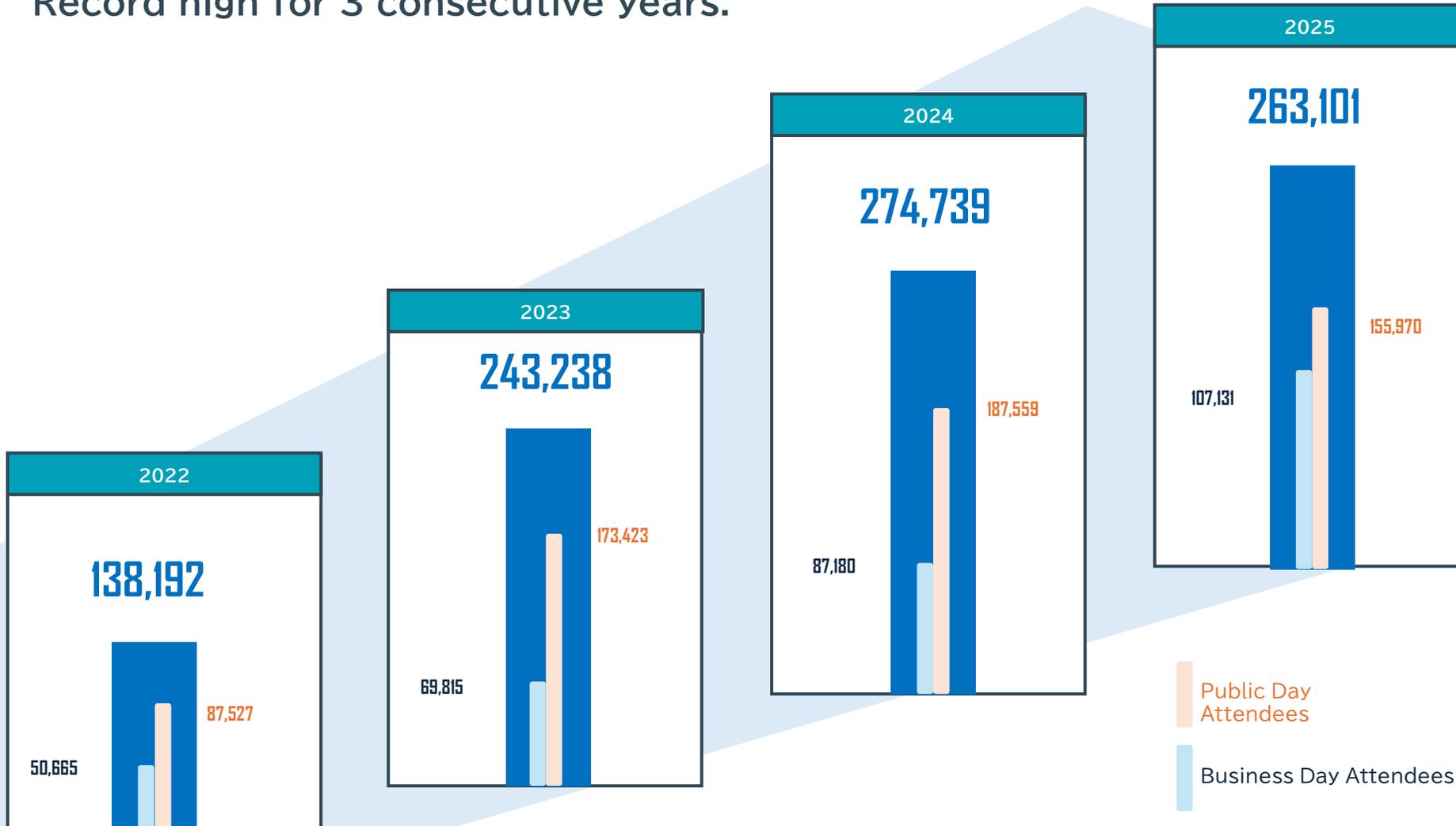
@tokyogameshow · チャンネル登録者数 8.79万人 · 513本の動画  
東京ゲームショー2025は9月25日(木)~9月28日(日)開催! ご期待ください。...さらに表示  
[tgs.cesa.or.jp](https://tgs.cesa.or.jp)、他 4 件のリンク

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

# Attendance Trends

Public Day tickets sold out in advance.  
Business Day attendance  
Record high for 3 consecutive years.

# TGS 2026



A person is seen from the back, wearing a blue t-shirt with "TGS STAFF" printed on it. Below the main text, there are several logos: "PALWORLD", "ZKKO", "VALORANT", and "BEAMS". The background is a blurred indoor setting, possibly a convention hall.

## ② Tokyo Game Show 2026

# Tokyo Game Show 2026 | Event Overview

Name

## Tokyo Game Show 2026

Venue

Makuhari Messe Halls 1-11  
+ International Conference Hall  
+ TKP Tokyo Bay Makuhari Hall

Dates

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

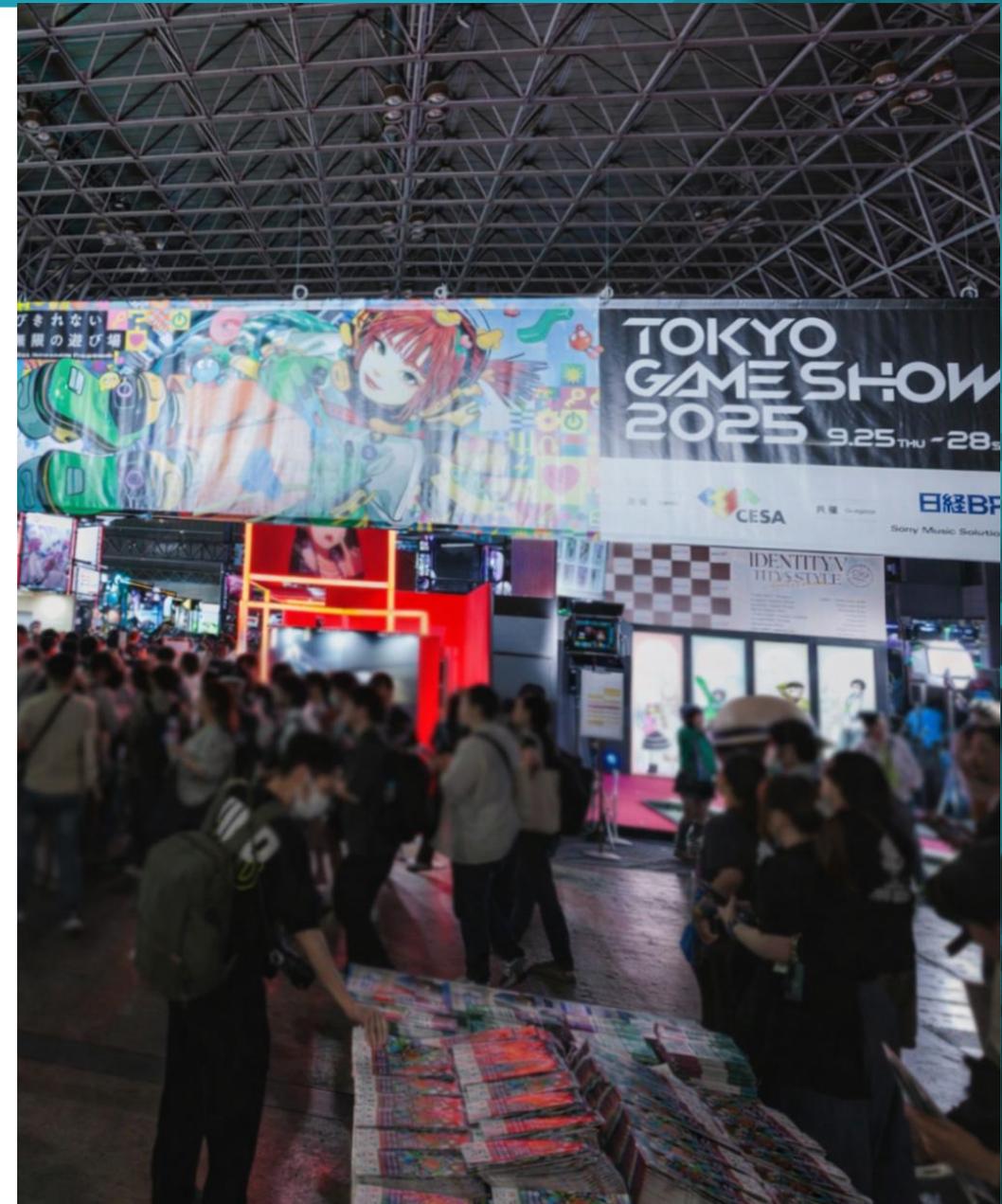
Public Days: September **19** (Sat) 9:30am - 5:00pm  
September **20** (Sun) 9:30am - 5:00pm  
September **21** (Mon) 9:30am - 4:00pm

Organizer

Computer Entertainment Supplier's Association (CESA)

Co-  
organizer

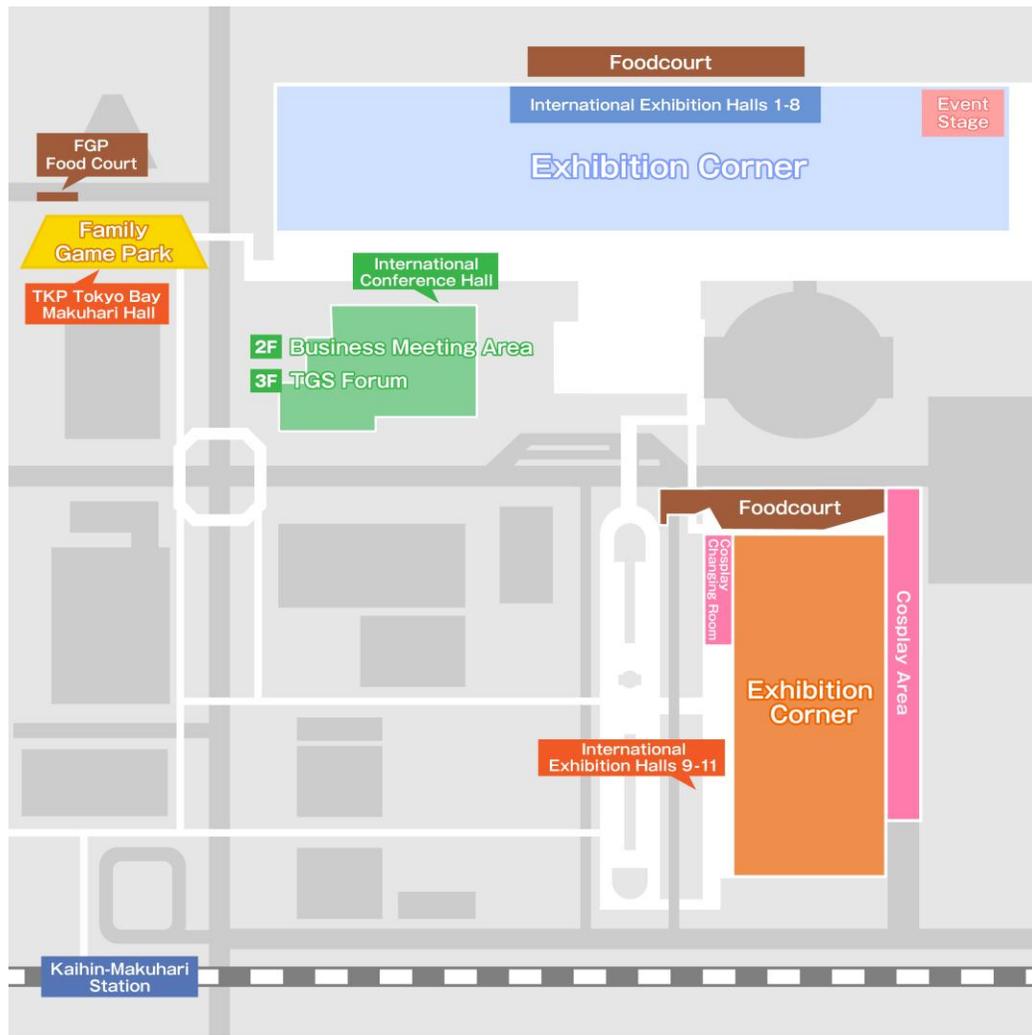
Nikkei Business Publications, Inc. Sony Music Solutions Inc.



# The Longest Five Days of Nonstop Play

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

# Tokyo Game Show 2026 | Venue Layout



## Tokyo Game Show 2026

### Business Days:

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

### Public Days:

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

- Makuhari Messe Halls 1-8
- Makuhari Messe Halls 9-11
- International Conference Hall  
\*Business Days only

## Family Game Park

### Public Days:

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

- TKP Makuhari Bay Hall



## ③ Official Operations Staff T-shirt Sponsorship Package

# Official Staff T-Shirt Sponsorship

We are seeking sponsors for the official operations staff, who will be responsible for guiding visitors at TGS 2026.

Utilize this sponsorship to powerfully promote your brand to every attendee at the event.



TOKYO GAME SHOW

ジェネラルエリア



©2025 BEAMS CREATIVE INC. BUSINESS PRODUCE DEPARTMENT

\*Reference from TGS2025

# Official Staff T-Shirt Sponsorship Package

## Submission Guidelines

- Display your product title or corporate logo on the back of official staff T-shirts.
- Official Staff: Approx. 3,000 members working on-site for 5 days.

**Data Submission Deadline  
June 30, 2026 (Tue)**



\*Design is for illustrative purposes only.

## ▼ T-shirt Back: Logo Placement

Specifications	Print Size
1C 1 Location: Back only	W300mm x H200mm *Approx.

**Only one slot available.** Placement location may be subject to minor adjustments. The data submission format will be provided by the TGS Secretariat. Please submit the design data. (Placement will be determined by the TGS Secretariat.)  
\*Data: Illustrator file (CMYK)

## ▼ Sponsorship Package

**¥ 7,700,000 (tax incl.)**

\*If your company's logo regulations prohibit co-branding with other logos, please consult with us separately.



## ④ Application & Schedule

Application

## Official Operations Staff T-shirt Package Application Site



Applicants must review and agree to the "Sponsorship, Advertising, and Family Game Park Exhibition Terms and Conditions" before applying.

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

We will contact you within three business days of receiving your application. Please note that responses may be delayed.

After reviewing the application, the TGS Secretariat will send an "Application Acceptance Notification" to the registered email address. Receipt of this notification finalizes the sponsorship agreement.

**Application Deadline | Friday, May 29, 2026**

# Schedule

**May 29 (Fri)**

**June 12 (Fri)**

**June 30 (Tue)**

Early July

Mid-July

**Mid-August**

Late August

August 28 (Fri)

**Application Deadline**

**Logo Data Submission ~ Logo Mockup Review**

Schedule may be delayed depending on application volume and adjustments.

**Artwork Submission**

**Proof Sample Sent**

Sample will be sent approx. one week after submission.

**Proof Sample Return**

**Resubmission**

**Revised Proof Sample Sent**

Sample will be sent approx. one week after resubmission.

**Final Proof Approval**

**\*Only for requested revisions (additional fee applies)**

September 17 (Thu) - 21 (Mon), 2026 | Tokyo Game Show 2026

**September 30 (Wed)**

**Sponsorship Fee Invoice Sent**

Payment due to the designated account by the end of October.

# Submission Requirements

## Submission Guidelines

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

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

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

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

## Color Proofing

Color proof submission is limited to "once."

\*Additional proofs are available for a fee.

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

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

\*Additional proofs are available for a fee.

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

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

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

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

## Printed Material Submissions

- Creative content must be created in accordance 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 linked site (landing page) must be included.
- Design submission data must be complete data. (Secretariat cannot modify/edit)
- If submitting Illustrator data, please create in Ver.CC2020 or later.
- Please create data with crop marks according to each size.  
(For large sizes, creating at 1/10 scale is acceptable.)
- Please outline all text.
- Please create data resolution at actual usage size.  
[Guide Map] 300-350dpi  
[Other than Guide Map] 200dpi
- When submitting, please include PDF of finished size along with submission data.
- When submitting in Illustrator, please do not embed images but include link files with submission.
- Specifications differ depending on sponsorship menu.  
When there is a submission data format, please create according to the format

## Contact Information

### **Sony Music Solutions Inc. (SMS) Tokyo Game Show Secretariat Official Staff T-Shirt Sponsorship Package Inquiries**

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

We will respond to your inquiry within 3 business days.

Please note that some inquiries may require additional time to answer.

If you do not receive an email from us, please adjust your settings to allow messages from [tgs-ad@sms-office.jp](mailto:tgs-ad@sms-office.jp), and please contact us again.



## 5 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.

## (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”
- “Office Map Advertising Guide”
- “Cosplay Area Sponsorship & Advertising Guide”
- “Food Court Sponsorship & Advertising Guide”
- “Official Operations Staff T-shirt Sponsorship Guide.”

### ■ Formation of Contract

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

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

### ■ Sponsorship and Advertising Guidelines

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

## ■Scope and Content of Sponsorship and Advertising

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

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

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

## ■Compliance with Terms

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

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

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

## ■Eligibility for Sponsorship and Advertising

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

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

## ■Representations and Warranties

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

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

## ■Prohibition of Assignment

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

## ■Prohibition of Recruitment-Oriented Exhibitions and Advertising

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

## ■Submission of Exhibition Titles

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

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

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

## ■Sponsorship Application and Payment Deadlines

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

## ■Cancellation of Sponsorship Application

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

### (Special Sponsorship)

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

### (Official Program)

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

### (Event Stage)

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

### (Creator Lounge Sponsorship)

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

### (Family Game Park Sponsorship)

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

# 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.

## ■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

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## ■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.