

**TOKYO
GAME SHOW
2026**

[TOKYO GAME SHOW 2026]

International Party + Indie Night

International Party Sponsorship Solution Deck

Nikkei BP TOKYO GAME SHOW Management Office

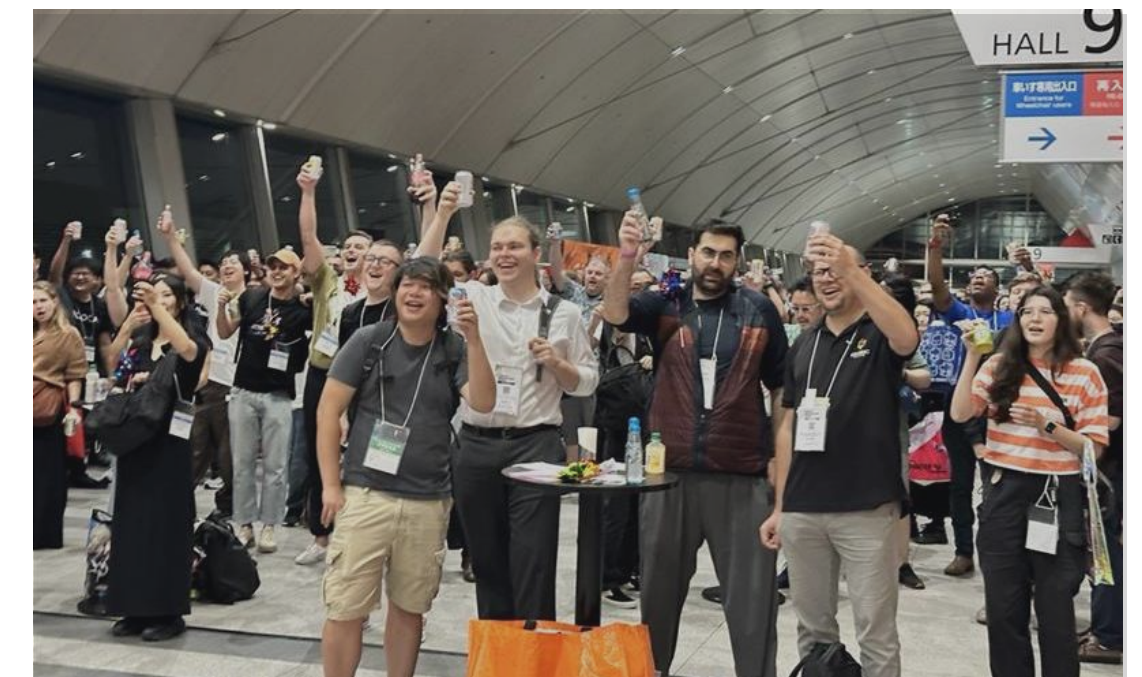
Greetings

Where the World Comes Together: The Crossroads of the Gaming Industry - A Night Where Key Players Gather Under ONE Roof

During the Business Days of TOKYO GAME SHOW, industry professionals from Japan and around the world gather in search of new business opportunities. In 2025, the event attracted over 100,000 attendees from 74 countries and regions.

On the final day of the Business Days, TGS hosts an International Party to celebrate business achievements and foster connections for future collaborations. This event brings together industry professionals and media representatives from Japan and abroad, providing a venue for networking.

For this sponsored program, we have prepared promotional options that allow you to effectively engage with attendees at the party venue. Last year, over 800 business attendees participated, and the venue was bustling from start to finish. We hope you will consider sponsoring this event, which not only expands your company's exposure but also allows you to experience the unique hospitality of Japan.



Outline

Event

TOKYO GAME SHOW 2026)

Period

September 17 (Thu.) ~ 21(Mon./National Holiday)

Business Day

Sept. 17 (Thu.) ~ 18 (Fri.) ※10am ~ 5pm

Public Day

Sept. 19 (Sat.) ~ 21 (Mon./National Holiday)
※19(Sat.), 20 (Sun.) : 9:30am ~ 5pm ※21(Mon.) : 9:30am ~ 4pm

International Party

**Participants : Exhibitors, Black Pass/Gold Pass Holders, Influencers
VIPs, Press**

Location (2025) : 2nd Fl., Hall 9-11, Makuhari Messe ※2026:TBA

Participant Number (2025) : 890 ※2024: 780

Organizer

Computer Entertainment Supplier's Association (CESA)

Co-Organizer

Nikkei Business Publications, Inc. SONY Music Solutions Inc.

Venue

**Makuhari Messe (Int'l Exhibition Hall 1-11, Int'l Conference Hall)
TKP Tokyo Bay Makuhari Hall**

Sponsorship Plans

Offering Three Plans to Help Liven Up TGS International Party

Platinum Sponsorship

JPY 2,200,00
(tax included)

Primary Sponsorship
(Limited To ONE Slot)

- * Main Beverage Sponsor
- * Banner Ad
- * Logo Display at the Venue
- * Table at the Venue

Gold Sponsorship

JPY 1,100,00
(tax included)

Banner Ad Sponsorship

- * Banner Ad
- * Logo Display at the Venue
- * Table at the Venue

Silver Sponsorship

JPY 330,000
(tax included)

Food & Beverage Sponsorship

- * Sponsorship Selection
(Bring-Your-Own)
- * Logo Display at the Venue
- * Table at the Venue

Optional Menus Are Available

Platinum Sponsorship

Primary Sponsorship (Limited To ONE Slot)

JPY 2,200,000 (tax included)

Launching a promotional campaign targeting trade visitors attending the TGS 2026 International Party

※Offering FOUR advertising options to reach your audience

**Self-Stand Banner
at the Party Venue
2 Stands**

※ Refer to p9.③

**Company Logo Printed on Paper
Napkins**

20,000 Sheets (Planned)

※ Refer to p8

**Table Inside the
Party Venue**

**Panels Around the Stage
Display of Company Logos**

※ Refer to p9.①②

Gold Sponsorship

Banner Advertisement Sponsorship

JPY 1,100,000 (tax included)

Launching a promotional campaign targeting trade visitors attending the TGS 2026 International Party

※Offering banner ad options that allow you to reach your audience

**Self-Stand Banner
at the Party Venue
2 Stands**

※ Refer to p9.③

**Table Inside the
Party Venue**

**Panels Around the Stage
Display of Company Logos**

※ Refer to p9.①②

Silver Sponsorship

Food & Beverage Sponsorship

330,000 (tax included)

Launching a promotional campaign targeting trade visitors attending the TGS 2026 International Party

※ sponsorship menu that allows you to serve your own food and beverages

**Sponsorship Selection
(Bring-Your-Own)**

**Table Inside the
Party Venue**

**Panels Around the Stage
Display of Company Logos**

※ Refer to p9.①②

Platinum Sponsor Menu Details

Paper Napkins: 20,000 sheets

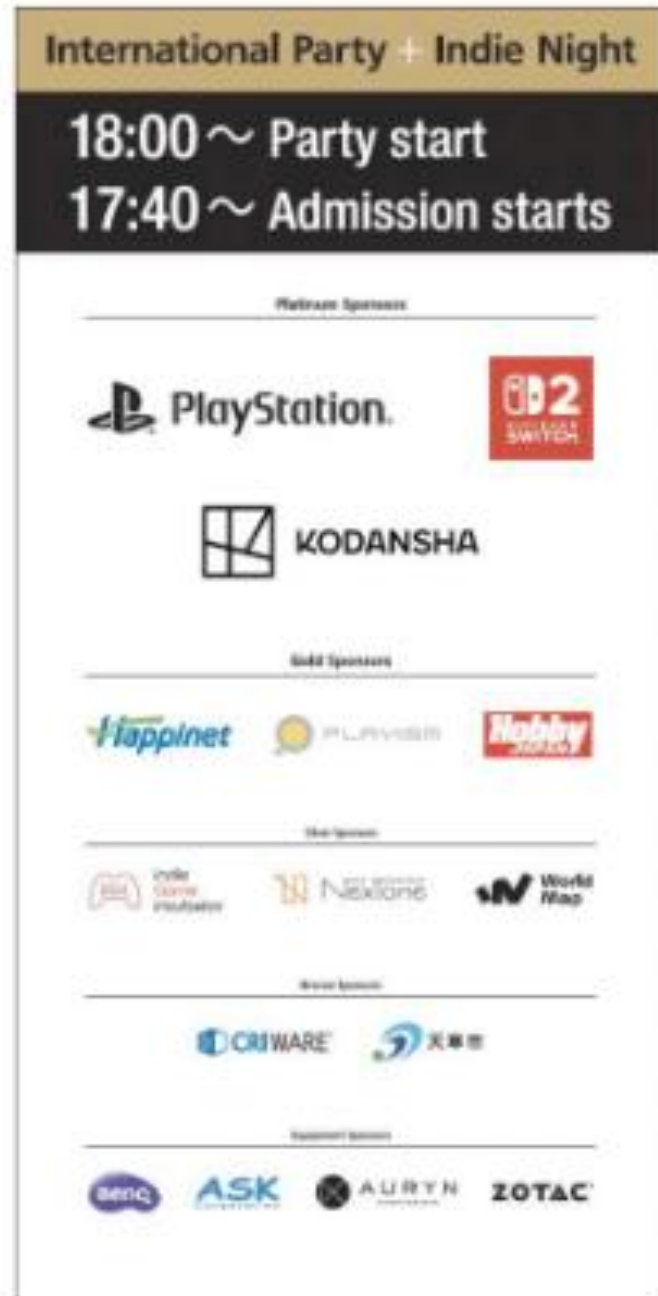
※ Providing Paper Napkins Featuring Your Logo To Be Served with Meal



※ We are also currently working on adjustments to items such as wet towels and cutlery.

The design is for illustrative purposes only. The dimensions are for reference only and may differ from the actual size.

Advertising Menu Reference : 2025



Material: Fabric
 Size: W880mm × H2100mm
 Finish: Digital Print
 Installation location:
 To be discussed on-site

*This banner will be displayed only at the International Party.

※ ① Logo Posting at Entrance & venue: 2 Locations

※ ② Logo Placement at Stage Panel

※ ③ Self-Stand Banner X 2

Optional Menu ①

International Party Sponsorship Option ①

Sake Barrel-Breaking Set

Mini Sake Barrel-Breaking Ceremony · 300 Original Sake Cups

JPY1,100,000 (tax included)

Launching a promotional campaign targeting trade visitors attending the TGS 2026
International Party

Optional Menu ① : Sake Barrel-Breaking Set

Mini Sake Barrel-Breaking Ceremony · 300 Original Sake Cups / 300 Glasses of Japanese Sake

As an attraction at the party, sponsored company can promote the company using items that liven up the venue.

Mini Sake
Barrel-
Breaking
For Display



Capacity 3.6L (2 Sho)
Size: W26.5cm × H27cm × D26.5cm



5 Spoons 90m

Production of sake cups featuring
your company logo. Distribution
to attendees as GIFTS!

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Schedule



- If there are a large number of applicants, the Tokyo Game Show Secretariat will select participants based on past performance and the content of their proposals.
- Please note that cancellations are not permitted under any circumstances once your application has been accepted.
- Ad placement may vary depending on the party venue used.
- Platinum and Gold sponsorship options are available exclusively to exhibitors.
- Sponsorship applications are subject to review.

Thank You for Your Review!

If you are interested, please feel free
to contact us.

Kindly looks forward to hearing from
you.

To Inquiry/To Contact Nikkei BP TOKYO GAME SHOW Management Office

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