



ESLG

2027 NORTH

GOOD LUCK WITH YOUR GAMING!

Solution Deck

- Dates:** March 9 (Tue) – 10 (Wed), 2027
- Location:** Sapporo, Japan
- Venue:** Grand Mercure Sapporo Odori Park
- Organizers:** 日経 **GAMING**  ENTERTAINMENT



Contents

● Purpose of the Event	P.3
● Event Overview	P.4
● Event – Key Points	P.5
● Why SAPPORO?	P.6
● Access to the Venue	P.7
● Information on the Venue Area	P.8
● Venue Floor Map Plan	P.9
● Target Sectors / Exhibition Categories	P.10
● Exhibition/Sponsorship Plans Business Area	P.11
● Business Matching System	P.13
● Additional Exhibition/Sponsorship Plans Indie Game Area	P.14
● Programs and Sponsorship Opportunities	P.15
● Schedule	P.16
● Exhibition Terms and Conditions / Rules for Exhibiting at the Venue	P.17

Purpose of the Event

Nikkei Gaming was launched in July 2025 as a "business-oriented gaming media outlet," a rarity both in Japan and abroad.

Since then, we have been providing the latest trends in the game industry, business strategies, and technical information—

to business professionals not only within the gaming industry but also in other sectors.

In 2027, Nikkei Gaming is embarking on a new challenge: the game business event "GLGa2027."

GLGa2027 is an immersive event where exhibitors and attendees gather in a single space to network and conduct business negotiations.

It provides a meeting place not only for B2B companies in game development, cloud technology, and marketing support, but also for companies considering entering the game industry for the first time.

. For indie game companies and developers, we hope this will serve as a stepping stone toward exhibiting at "Selected Indie 80"

(an initiative where 80 indie game developers, selected from over 1,000 applicants, are given the opportunity to exhibit at TGS). We also hope this will serve as a stepping stone for them. Additionally, we are planning business seminars and other events that will be beneficial to both exhibitors and attendees.

By launching a business-focused gaming event—the first of its kind in Japan—in collaboration with regional communities, we aim to contribute to the further growth of the game industry.

We look forward to welcoming exhibitors and visitors from both Japan and abroad who share our vision for this event.

Aya Hirano, Editor-in-Chief, Nikkei Gaming

Event Overview

Event Name	:	GLGa2027 NORTH *First Edition
Organizer	:	日経 GAMING 日経エンタテインメント! ENTERTAINMENT /
Dates	:	March 9 (Tue) – 10 (Wed), 2027
Venue	:	Grand Mercure Sapporo Odori Park 1-1-1 Kita 1-jo Nishi 11-chome, Chuo-ku, Sapporo, Hokkaido 060-0001 https://grand-mercure-sapporo-odoripark.jp/access/
Expected Number of Attendees	:	500
Estimated number of exhibition booths	:	60 booths (planned)

Event — Key Points

Residential Business Event

By holding the event in Sapporo, where the "stay itself" adds value, sharing time and experiences brings exhibitors and visitors closer together, generating deeper business value.

A venue location unique to Sapporo

A city-center location that combines functionality and convenience attracts game industry professionals from both Japan and abroad.

A media-driven gaming event

Designed to function as a media platform, we communicate the value of the game business through experiences, hands-on play, and dialogue.

Why SAPPORO?

From Sapporo, a New Gateway to the Global Market

As the globalization of development accelerates, Sapporo is expected to hold significant potential as a “new hub directly connected to the global market.”

This is underpinned by the city’s track record of hosting major international esports tournaments and its strengths as an international city where tourism resources and urban functions are highly integrated.

This foundation serves as a powerful draw for overseas publishers and investors, enabling unique business matchmaking opportunities distinct from those in Tokyo.

This event will leverage these strengths to the fullest, fostering the fusion of indie game creators’ originality with global investment opportunities, accelerating the globalization of game development, publishing, and marketing.

As a “residential business event” that leverages the strengths of Sapporo as an international tourist city, this event against the backdrop of the city’s convenience and Hokkaido’s unique scenic beauty, offering business opportunities open to the world.

Good Luck with your Gaming!
In Sapporo, for meaningful and substantial business —

Directions to the Venue



About 1 hour and 30 minutes from Haneda Airport

[Direct Service]

*Service may be available only during certain periods
Please check the official website of Hokkaido New Chitose Airport for the latest information

- About 3 hours from Seoul
- Approx. 4 hours from Taipei
- Approx. 5.5 hours from Manila
- From Singapore About 7 hours and 15 minutes
- From Vancouver Approx. 8 hours 15 minutes *
- Approx. 3.5 hours from Beijing
- Approx. 5.5 hours from Hong Kong
- Approx. 7 hours from Bangkok
- From Kuala Lumpur About 7.5 hours
- Approx. 11 hours from Sydney *

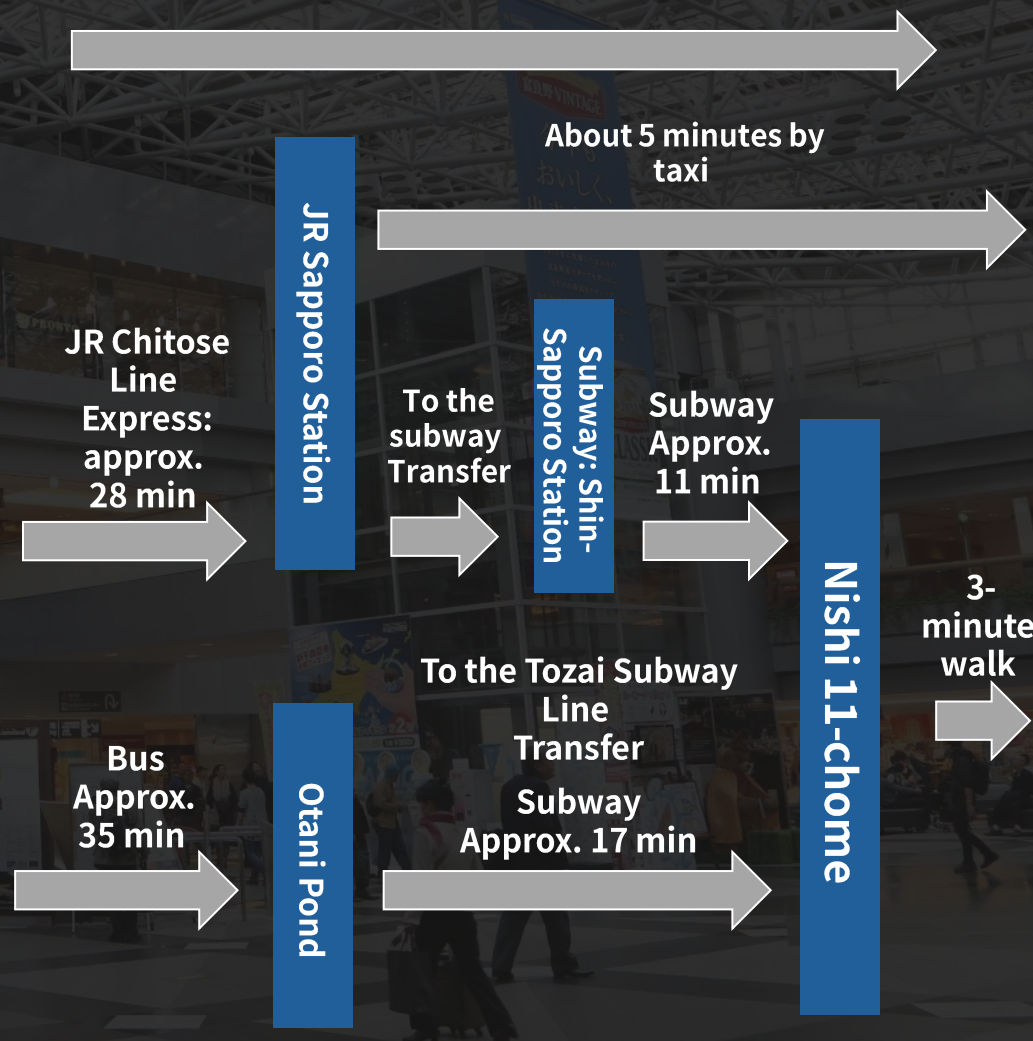
[Other Major Cities]

- Approx. 15–20 hours from London
- About 15–20 hours from New York
- Approximately 15–20 hours from Paris
- Approximately 14–18 hours from Amsterdam
- Approximately 3.5–4 hours from Shanghai
- Approximately 15–20 hours from Berlin
- Approximately 15–20 hours from Dubai
- Approximately 15–20 hours from Poland
- Approximately 25–35 hours from Brazil
- Approximately 10.5–12 hours from India
- Approximately 9.5–10.5 hours from Indonesia

New Chitose Airport

Airport bus: About 1 hour 15 minutes

- New Chitose Airport → Grand Mercure Sapporo Odori Park
- Get off at: Grand Mercure Sapporo Odori Park



Information About the Area

Sapporo is a popular tourist destination in Japan. It boasts many popular attractions, and in winter, in particular, it attracts many visitors from both Japan and abroad who come to see the snow.

Another of Sapporo's attractions is its abundance of delicious cuisine, including miso ramen and Genghis Khan.



Popular Tourist Spots

▀ Sapporo Clock Tower



▀ Odori Park



▀ Okurayama Observatory



▀ Susukino



Popular Cuisine

▀ Miso Ramen



▀ Genghis Khan



▀ Beer



▀ Soup Curry

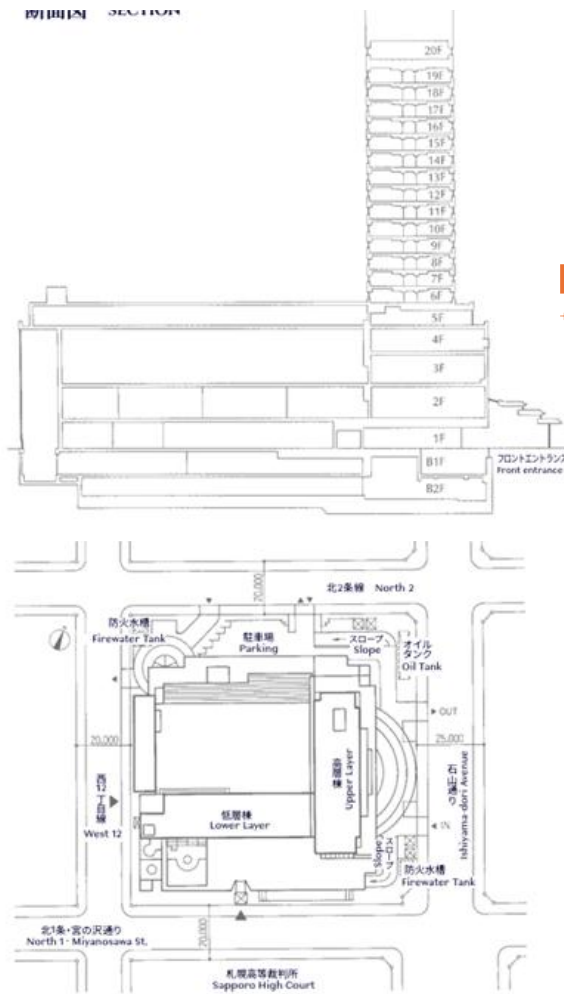


▀ Seafood



Venue Floor Map Plan

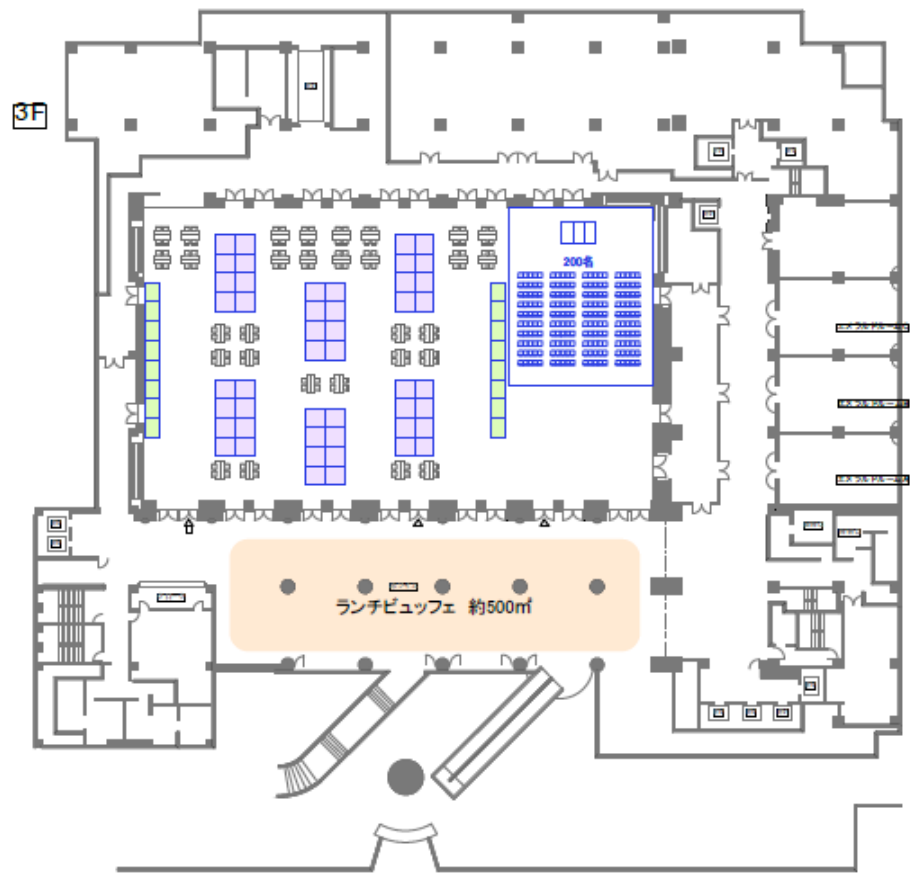
Grand Mercure Sapporo Odori Park



17~19F	エグゼクティブフロア (客室)	EXECUTIVE FLOOR
8~16F	客室フロア	GUEST ROOM FLOOR
6F・7F	客室フロア (コネクティングルーム)	GUEST ROOM FLOOR (Inter-Connecting Room)
4F	コンベンションフロア	CONVENTION FLOOR
3F	コンベンションフロア	CONVENTION FLOOR
2F	コンベンションフロア	CONVENTION FLOOR
1F	フロント&メインロビー	FRONT DESK & MAIN LOBBY
B1F	駐車場	PARKING
B2F	駐車場	PARKING



Venue Map (Concept)



Target Fields / Exhibition Categories

This event is seeking entries in the following five categories that make up the global game business: Content, the technological solutions that support it, and the investment that accelerates growth.

We are building a B2B event that brings together **"creation (development)," "sales (investment)," and "nurturing (talent)."**

Game-related products, services, and solutions

Publishing support, Marketing, localization, Middleware, Development tools, Engines, Operations and analytics solutions, Infrastructure and cloud services

Indie game development (creators and studios)

Independent developers with original ideas
Titles for PC, console, and mobile platforms in Japan and overseas
Game content ranging from the prototype stage to just before release

Cross-Industry Entry and Open Innovation

Sponsor companies looking to leverage esports for marketing
Local governments and organizations seeking to incorporate game elements into solutions for regional challenges
Copyright holders (anime, publishing, food, etc.) seeking to adapt their IP into games

Publishing, marketing support, investment firms, Business Partners

Publishers, platform operators
Venture capital (VC) firms,
Business companies seeking new ventures or collaborations

Game Talent & Career Solutions

Recruitment Support (Agencies & Platforms)
Education and training programs, reskilling services
Exhibitions of research and educational achievements by academic institutions (universities and vocational schools)
Scouting opportunities connecting young creators with companies

Exhibition/Sponsorship Plan

Business Area

Booth & Seminar Package Sponsorship Plan

1,600,000 JPY
(excluding tax)

■ Package Details

- Turnkey booth with display stand (1,485 mm × 495 mm)
- Private Space (2m x 2m)
- Spotlights × 2
- 2 chairs
- Exhibitor passes × 2
- 5 visitor passes
- 40-minute presentation slot (80-person venue)
- List of attendees (registered for our company's seminar)
- Speaker passes × 2
- Lunch
- Networking reception
- Matching system

Seminar Sponsorship Plan

1,200,000 JPY
(excluding tax)

■ What We Provide

- One 40-minute presentation slot (80-person venue)
- Provision of a list (registrants for our company's seminars)
- 2 speaker passes
- Lunch
- Networking reception
- Matching system

Booth Exhibition Plan

600,000 yen
(excluding tax)

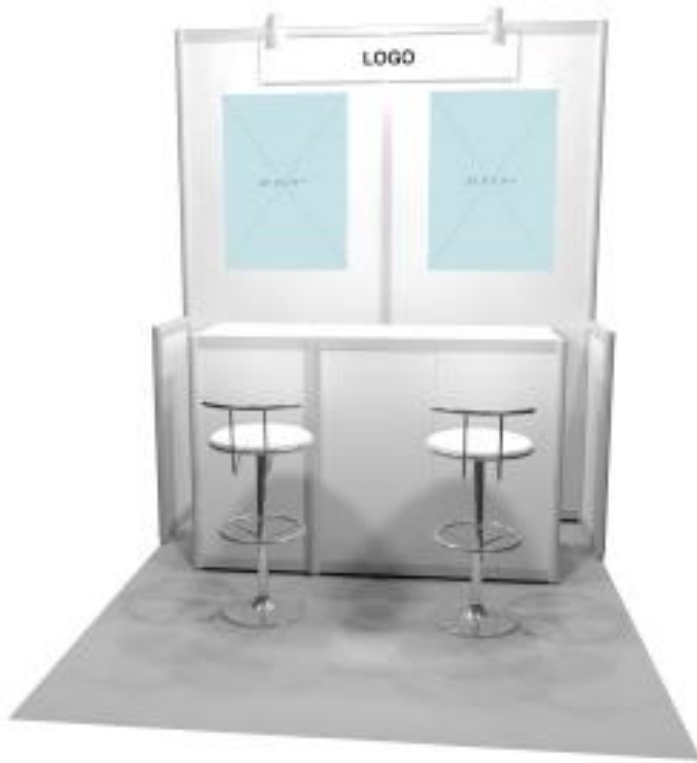
■ What's Included

- Turnkey Booth with Display Stand (1,485 mm × 495 mm)
- Private Space (2m x 2m)
- Spotlights (2)
- 2 chairs
- Exhibitor passes × 2
- 5 visitor passes
- Lunch
- Networking Party
- Matching system

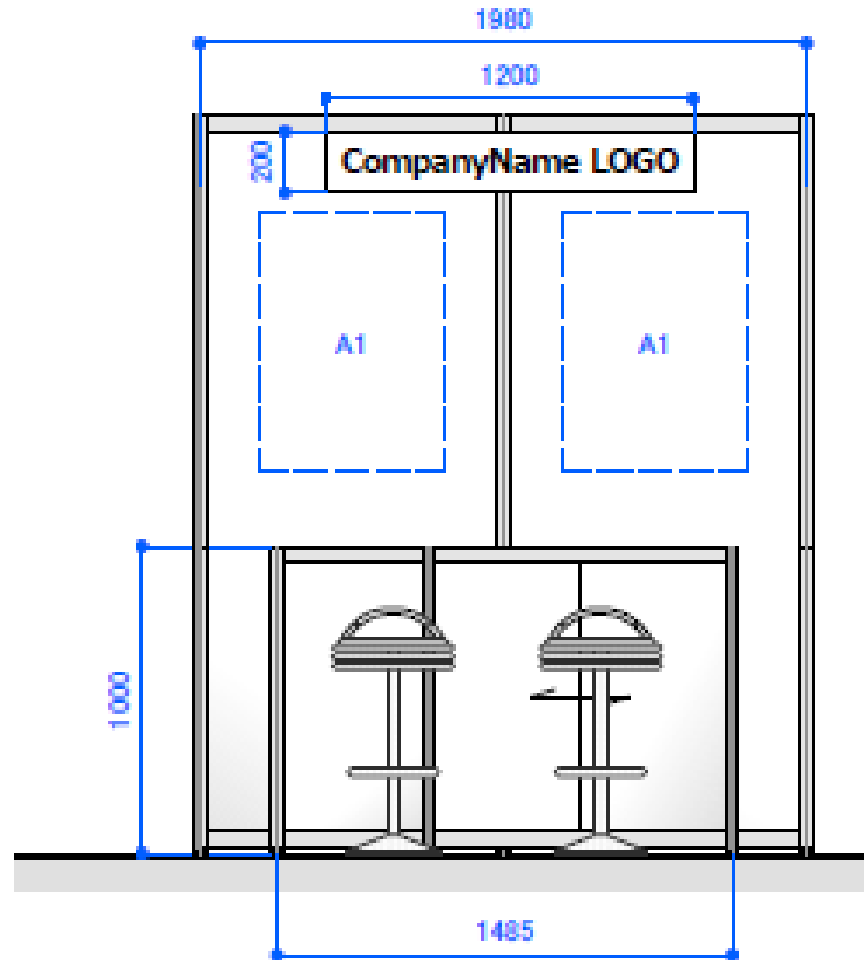
Exhibition/Sponsorship Plan

Business Area

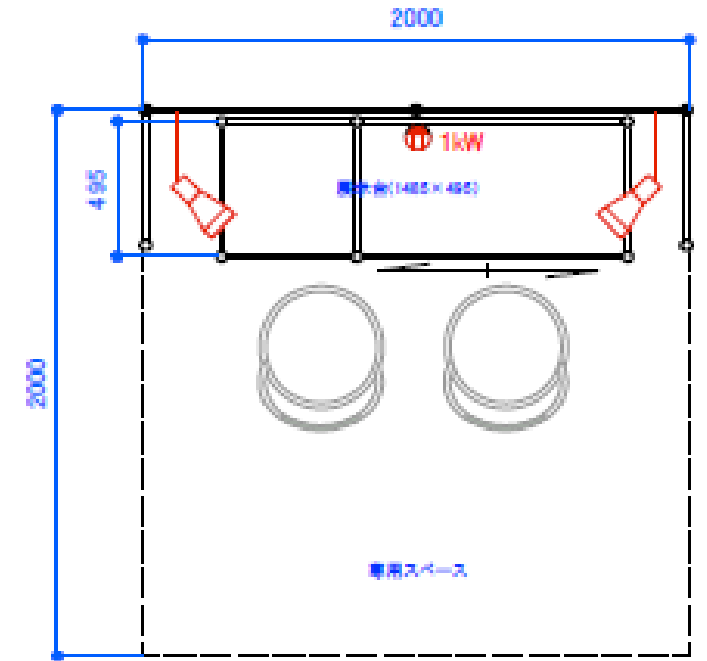
Booth (Image)



Front view



Top view



Business Matching System

To support the growing demand for business meetings and the globalization of the gaming industry, GLGa will launch a This system enables a one-stop solution for everything from business meeting requests to actual meetings during the GLGa event. all in one place.

Since both exhibitors and visitors can register to use the system, it facilitates business meetings not only between exhibitors but also between exhibitors and visitors.

It is a hybrid system that supports appointments for both in-person and online business meetings.



Exhibition/Sponsorship Plan

Indie Game Area

In addition to planned events such as seminars and pitch contests centered on indie games, we plan to gradually announce various sponsorship plans for the Indie Game Area. The latest information will be released soon. Please wait just a little longer.

Free Exhibition Program

Works selected through the screening process can be exhibited at GLGa for free

Seminars on the theme of indie games Organized Seminars

Learn from real-world success stories and behind-the-scenes development insights

Pitch Contest

A pitch contest showcasing game ideas and production quality

COMING SOON

Additional Sponsors and Partners

COMING SOON



Exhibition Schedule

Exhibition Application Procedure



Official Website URL <https://events.nikkeibp.co.jp/glga/2027/en/exhibitor/>



Overall Schedule

Exhibition Application Acceptance Begins	Exhibition Application Deadline	Payment Deadline	Exhibitor Briefing
2026 April 10, 2026 (Fri)	2026 October 30, 2026 (Fri) 11:59 PM JST	2026 November 30, 2026 (Mon)	2026 Mid-December

★The exhibitor briefing session is scheduled to be held online

*Cancellation fee after the application deadline: 100% of the exhibition fee (Cancellation fee applies from October 31 onward)



Exhibitor Terms and Conditions / Exhibition Hall Rules

**Please be sure to read all the terms and conditions listed on
pages 18–26 before applying.**

Exhibition Terms and Conditions

The “GLGa2027 Exhibition Terms and Conditions” (hereinafter referred to as “these Terms”) constitute an agreement between the organizer, Nikkei BP Co., Ltd. (hereinafter referred to as “the Organizer”), and exhibitors who have agreed to these Terms (hereinafter referred to as “Exhibitors”) regarding “GLGa2027” (hereinafter referred to as “the Event”), which includes all venues for exhibitions and information dissemination, such as in-person exhibitions and seminars. Unless otherwise specified, the “Exhibitor Application Form,” “Exhibition Guidelines,” “Exhibitor Manual,” “various regulations,” “guidelines,” “policies,” and “instructions,” etc., shall also constitute part of these Terms, and these shall collectively be referred to as “these Terms.”

Article 1 (Performance of the Terms and Conditions)

Exhibitors shall comply with these Terms and Conditions at this event.

Article 2 (Prohibited Acts)

(1) In connection with this Event, Exhibitors shall not engage in any of the acts listed in the following items.

- (1) Acts that violate laws and regulations or public order and morals**
- (2) Acts that interfere with the operation of this event, or that may cause inconvenience, disadvantage, or danger to other exhibitors, visitors, or related parties**
- (3) Conducting exhibitions, sales, or business activities that differ from the details provided in the application**
- (4) Acts of transferring, subleasing, or allowing a third party to use all or part of the assigned booth**
- (5) Conducting excessive presentations through sound, lighting, decorations, demonstrations, or other means beyond the specified limits**
- (6) Bringing in or using open flames, hazardous materials, or items regulated by law**
- (7) Advertising, distributing handouts, collecting surveys, or engaging in other similar activities outside of designated areas**
- (8) Acts that interfere with or defame other exhibitors**
- (9) Aggressive solicitation of visitors, explanations that are false or misleading, or other inappropriate sales practices**
- (10) Acts that infringe upon the intellectual property rights, portrait rights, privacy, or other rights of the organizer or third parties**
- (11) Inappropriate use of the event’s name, logo, materials, etc.**
- (12) Acts that fail to comply with the organizer’s instructions**
- (13) Any other acts that the Organizer reasonably determines to be inappropriate for the operation of this event**

② If an exhibitor violates the above provisions, the Organizer may immediately terminate the exhibition contract prospectively without prior notice, and may take measures such as the removal, modification, or suspension of exhibits, content, decorations, etc.

③ In the case described in ② above, the Organizer shall have no obligation to refund any exhibition fees or other expenses paid in advance by the Exhibitor, and shall not be liable in any way for any damages incurred by the Exhibitor or related parties as a result . Furthermore, if the Organizer incurs any damages in connection with such measures, the Exhibitor shall compensate the Organizer for the full amount thereof.

Article 3 (Eligibility to Exhibit)

Exhibitors eligible to participate in this event are limited to companies, organizations, and other business entities that provide products or services consistent with the purpose of this event as determined by the Organizer.

The Organizer shall have the final say regarding whether the exhibition content conforms to the purpose of this event.

Exhibition Terms and Conditions

Article 4 (Conclusion of Contract)

- ① Entities or organizations wishing to exhibit shall apply to exhibit at this event after agreeing to these Terms and Conditions.
- ② Upon receiving an application from a prospective exhibitor, the Organizer shall review and evaluate the application details. If the application is approved, the Organizer shall issue a “Notice of Acceptance of Exhibition Application.” The issuance of said “Notice of Acceptance of Exhibition Application” shall constitute the formation of an exhibition contract (hereinafter referred to as the “Exhibition Contract”) between the Organizer and the Exhibitor regarding this Event.

Article 5 (Use of Exhibitor Name)

The Exhibitor hereby agrees in advance that the Organizer may use the Exhibitor’s name entered in the online registration form for advertising the in-person exhibition, on the official website, and in various promotional materials.

Exhibitors must enter the official exhibitor name to be displayed at the exhibition in the online registration form when submitting their application.

Article 6 (Restrictions on Exhibits and Items for Sale at the Exhibition Venue)

- ① Exhibitors may only display and sell products and services within the exhibition venue that are deemed by the Organizer to be in line with the purpose of this event, and the Exhibitor agrees to this.
- ② Exhibitors may not display or sell any items other than the products and services they handle. If an exhibitor wishes to participate in a joint exhibition, they must notify the Organizer in advance and obtain approval.
- ③ The Organizer may impose restrictions on the content, methods, and presentation of exhibits and sales at its discretion.

Article 7 (Determination of Booth Location and Seminar Schedule)

The Organizer shall determine the exhibition booth locations and seminar schedule at its discretion, taking into consideration the application date, scale of exhibition, and exhibition content. Furthermore, the venue layout may be changed as necessary, even after the booth locations have been announced.

Article 8 (Payment of Exhibition Fees)

- ① After the exhibition contract specified in Article 4 is concluded, the Organizer shall issue an invoice for the exhibition fee to the Exhibitor.
The Exhibitor shall transfer the full amount of the invoiced exhibition fee to the bank account designated by the Organizer. Bank transfer fees shall be borne by the Exhibitor, and exhibition fees shall, in principle, be paid in advance.
- ② If an Exhibitor applies to exhibit through an advertising agency, the Organizer shall issue an invoice to said advertising agency, and the Exhibitor shall pay the exhibition fee in accordance with the payment terms set by the advertising agency.
- ③ If payment of the exhibition fee cannot be confirmed by the due date (including cases where, in the event of an application through an advertising agency, payment from the advertising agency to the Organizer cannot be confirmed), the Organizer shall be entitled to terminate the Exhibition Agreement in whole or in part. In such cases, if the Organizer suffers any damages attributable to the Exhibitor, the Exhibitor shall compensate the Organizer for the full amount of such damages.
- ④ The exhibition fee constitutes payment for all services provided based on the exhibition booth, seminar slots, and other details specified in the application.
Please note that, in addition to the exhibition fee, decoration fees, internet connection fees, and various optional service fees may apply, and all such costs shall be borne by the Exhibitor.

Exhibitor Terms and Conditions

Article 9 (Cancellation by Exhibitor)

- ① If an Exhibitor wishes to cancel all or part of the Exhibition Contract after the date on which the Exhibition Contract was concluded pursuant to Article 4 (the date of issuance of the Notice of Acceptance of Exhibition Application), the Exhibitor shall notify the Organizer in writing or by a method approved by the Organizer (cancellation by verbal notice is not permitted).
- ② If a cancellation fee is incurred due to cancellation by the Exhibitor, the Exhibitor shall pay the amount billed (excluding consumption tax) within 30 days of receiving the invoice for the cancellation fee issued by the Organizer.
- ③ If the application to exhibit was made through an advertising agency, billing and payment regarding cancellation shall be in accordance with the terms and conditions set by said advertising agency, and the Exhibitor shall pay the cancellation fee to the advertising agency.
- ④ If the Exhibitor is required to pay a cancellation fee to the Organizer pursuant to the preceding items, and the Organizer has already received the exhibition fee, the Organizer may deduct the cancellation fee from said exhibition fee to settle the account.
- ⑤ Cancellation fees for cancellations after the exhibition contract has been concluded shall be as follows. Cancellation from the date the exhibition contract is concluded until the application deadline: No cancellation fee shall be incurred.
Cancellation on or after the day following the application deadline: 100% of the exhibition fee shall be paid as a cancellation fee.

Article 10 (Exclusion of Antisocial Forces)

- ① The Exhibitor hereby represents to the Organizer that the Exhibitor (including, in the case of a corporation, its officers and those who effectively control its management) does not currently, and will not in the future, fall under the category of organized crime groups, members of organized crime groups, companies affiliated with organized crime groups, corporate extortionists, thugs posing as social activists, specialized intelligence-based violent groups, or any other persons equivalent thereto (hereinafter referred to as “Anti-Social Forces”), and that they do not fall under any of the following items, and guarantee to the Organizer that they do not fall under any of the following categories:
 - (1) Having a relationship in which antisocial forces control management
 - (2) Having a relationship in which antisocial forces are substantially involved in management
 - (3) Having a relationship in which antisocial forces are utilized for the purpose of obtaining improper benefits for oneself or a third party, or for the purpose of causing harm to a third party
 - (4) Having a relationship in which funds or other resources are provided to antisocial forces, or in which conveniences are granted to them
 - (5) Having a relationship in which an officer or a person substantially involved in management has a socially reprehensible relationship with anti-social forces
- ② If an Exhibitor violates the representations and warranties set forth in the preceding paragraph, or if the Exhibitor is reasonably deemed to be an antisocial force, the Organizer may, without any prior notice, terminate this Agreement in whole or in part without any prior notice.
- ③ If the Organizer reasonably determines that an Exhibitor, either directly or through a third party, has engaged in any conduct falling under any of the following items, the Organizer may, without any prior notice, terminate this Agreement in whole or in part immediately.
 - (1) Violent demands
 - (2) Unreasonable demands exceeding legal liability
 - (3) Acts involving threatening behavior or the use of violence in connection with transactions

Exhibitor Agreement

- (4) Acts that damage the organizer's reputation or interfere with its business operations by spreading rumors, or by using deceit or coercion
- (5) Any other acts equivalent to those listed in the preceding items
- ④ When taking measures pursuant to this Article, the Organizer may request the Exhibitor to cooperate with necessary investigations or to submit relevant materials.
- ⑤ If an exhibitor fails to comply with the request in the preceding paragraph, or if the Organizer determines that there is reasonable doubt regarding the submitted materials, the Organizer may terminate this Agreement in whole or in part.

Article 11 (Termination of Contract)

- ① In addition to the provisions regarding contract termination set forth in these Terms and Conditions, if an Exhibitor violates these Terms and Conditions and fails to remedy the violation within a reasonable period set by the Organizer despite the Organizer's request for correction, the Organizer may terminate this Agreement in whole or in part by written notice or by electronic means.
- ② The Organizer may immediately terminate this Agreement without any prior notice if the Exhibitor falls under any of the following items:
 - (1) If the Exhibition Application Form or other submitted documents contain false statements
 - (2) If the Exhibitor fails to fulfill its payment obligations to the Organizer, including the exhibition fee
 - (3) If the Exhibitor engages in conduct that violates laws, regulations, or public order and morals
 - (4) If it is discovered that the Exhibitor has ties to antisocial forces
 - (5) If any of the following applies
 - (a) When the exhibitor is subject to seizure, provisional seizure, provisional disposition, or compulsory execution
 - (b) When a petition is filed for the commencement of bankruptcy proceedings, civil rehabilitation proceedings, corporate reorganization proceedings, special liquidation, or other similar insolvency proceedings, or when the Exhibitor files such a petition on its own behalf
 - (c) When a bill of exchange or check is dishonored, or when banking transactions are suspended
 - (d) When the Customer is subject to enforcement measures for delinquent taxes or public charges
 - (e) When there are reasonable grounds to believe that the Company has fallen into a state of suspension of payments or insolvency
 - (f) When the business is transferred in whole or in a significant part to a third party, or a resolution to dissolve the company is passed
 - (k) When the Organizer reasonably determines that the Exhibitor's credit status has significantly deteriorated or is at risk of doing so
 - (6) When the organizer reasonably determines that there is a risk of a significant impact on the operation of this event or on other exhibitors or visitors
- ③ Even if the Organizer terminates the contract pursuant to paragraphs (1) and (2) above, the Exhibitor shall remain obligated to pay any exhibition fees or other monetary obligations that have already accrued,

Exhibitor Agreement

Article 12 (Liability for Damages)

① Organizer's Exemption from Liability and Exhibitor's Liability for Damages

The Organizer shall not be liable for any injury to persons or damage to property suffered by Exhibitors or their affiliates through their exhibition or participation in this event (including in-person exhibitions, web postings, and streaming), except in cases of willful misconduct or gross negligence. The Exhibitor shall, at its own expense and liability, compensate for any and all damages caused to the venue's facilities or equipment, or to the person or property, at their own expense and liability.

② In the Event of Damage to the Organizer

If the Organizer receives a claim for compensation from a third party regarding the damages described in the preceding paragraph, the Exhibitor shall handle such claim at its own responsibility and expense; if the Organizer incurs any damages, promptly reimburse the Organizer for the full amount, including attorneys' fees (such as retainer fees and compensation).

③ Disclaimer Regarding the Organizer's Materials

The Organizer shall not be liable for any typographical errors, omissions, or similar issues arising from force majeure or minor negligence on the official website of this event, broadcast screens, or other promotional materials, on the official website of this event, streaming screens, or other promotional materials.

④ Disclaimer Regarding Content Posting and Distribution

The Organizer shall not be liable for any disruptions or damages incurred by Exhibitors (including employees, contractors, and related parties) in connection with this event, for any malfunctions or damages incurred by exhibitors (including employees, contractors, and related parties) in connection with this event.

⑤ Rights Clearance for Content and Force Majeure

Exhibitors shall handle all rights related to content displayed, posted, or distributed at this event in advance at their own expense and responsibility. Furthermore, the Organizer shall not be liable for (such as theft, loss, fire, or damage), the Organizer shall not be liable for compensation. Exhibitors shall take necessary measures, such as obtaining insurance, as required.

⑥ Cost Burden for Changes or Cancellations Due to Organizer's Instructions

Exhibitors shall bear the full cost of any changes or cancellations to decorations, structural methods, sound levels, exhibition content or methods, or presentation methods resulting from the Organizer's instructions; the Organizer shall bear regardless of the reason.

⑦ Damage to Venue Facilities and Equipment

If an exhibitor causes damage to the venue's buildings or facilities due to the negligence of its employees or affiliates, the exhibitor must immediately compensate for the full amount of such damage.

⑧ Disclaimer Regarding Estimated Attendance

Even if the Organizer publishes the estimated number of visitors for this exhibition, the Exhibitor acknowledges that such estimate is merely a projection and that the Organizer does not guarantee that number.

Exhibitor Agreement

Article 13 (Costs of Facilities, etc.)

- (1) The exhibition fees payable by the exhibitor constitute consideration for the exhibition booth, seminar slot, and the entirety of the application details; all other expenses necessary for the exhibition, such as decoration costs, communication line fees, and equipment costs, shall be borne entirely by the Exhibitor.
- (2) The Exhibitor shall implement information security measures (such as virus protection, prevention of unauthorized access, and prevention of information leaks) at its own responsibility and expense.

Article 14 (Postponement, Modification, or Cancellation of the Event)

- ① If the Organizer postpones, reschedules, or cancels this event for reasons attributable to the Organizer, the Organizer shall refund to the Exhibitor an amount calculated on a pro-rata basis based on the number of remaining days of the event to the exhibitor.
- ② The Organizer's liability under the foregoing shall be limited to such refund. However, if all or part of this Event is canceled due to reasons not attributable to the Organizer, the Organizer shall bear no liability whatsoever to the Exhibitor, including any refunds.

Article 15 (Change or Cancellation of the Exhibition Due to Force Majeure)

If the Organizer determines that holding the Event has become difficult or impossible due to force majeure as defined in the following items, or that there is a risk of such force majeure occurring, the Organizer may postpone, reschedule, or cancel the Event.

In such cases, the Organizer shall not refund any exhibition fees already received from the Exhibitor. Furthermore, even if the Exhibitor suffers any damages as a result of the postponement, change in dates, or cancellation of the Event due to such force majeure, the Organizer shall not be liable to the Exhibitor in any manner.

- (1) When emergency maintenance of the computer systems related to this event is necessary
- (2) In the event of a failure of computers, communication lines, or similar equipment due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms, tsunamis, floods, landslides, lightning strikes, explosions, and fires)
- (4) Social unrest (including war, terrorism, hostile acts, civil war, riots, and civil disturbances)
- (5) Acts by public authorities (including the enactment, amendment, or repeal of laws and regulations; intervention by government agencies; administrative orders; trade embargoes, etc.)
- (6) Infectious diseases and epidemics (including the spread of various bacteria, viruses, etc.)
- (7) Shortages of materials and resources (including suspension of electricity, gas, and water supply; shortages of petroleum, raw materials, and supplies, etc.)
- (8) Labor disputes (including strikes, sabotage, lockouts, etc.)
- (9) Default by a major business partner (including bankruptcy or insolvency of the operating company)
- (10) In addition to the preceding items, events not attributable to the Organizer

Exhibitor Terms and Conditions

Article 16 (Handling of Personal Information)

- ① When collecting personal information through this event, exhibitors shall comply with the Act on the Protection of Personal Information and related laws and regulations, and shall collect such information in a lawful and appropriate manner.
- ② Exhibitors shall notify or publicly announce the purposes of use of personal information in accordance with applicable laws and regulations, use such personal information within that scope, and shall be managed and operated by the Exhibitor under its own responsibility.
- ③ In the event that a visitor suffers damage related to personal information due to causes attributable to the Exhibitor, the Exhibitor shall bear full responsibility and shall resolve any disputes on its own.
- ④ The Organizer's "Explanation Regarding the Collection of Personal Information" shall be as stated on the Organizer's website. The Organizer may provide the Exhibitor's information to contractors for operations, construction, electrical work, and other necessary parties for operational reasons, and the Exhibitor hereby agrees to this.

Article 17 (Notifications)

Notices from the Organizer to the Exhibitor under these Terms shall be made by sending an email to the email address registered at the time of the exhibition application, by posting on the Organizer's website, or by any other method the Organizer deems appropriate. Notices sent via these methods shall be deemed to have been received at the time they would normally have been received.

Article 18 (Prohibition on Assignment of Rights and Obligations)

The Exhibitor shall not, without the prior written consent of the Organizer, assign, transfer, or pledge to a third party all or any part of its status under this Agreement or its rights and obligations under these Terms and Conditions or offer them as collateral.

Article 19 (Intellectual Property Rights)

- (1) All copyrights and other intellectual property rights related to logos, materials, videos, streaming content, websites, and all other content created or provided by the Organizer in connection with this Event shall belong to the Organizer or the rightful owner.
- (2) The Exhibitor shall not reproduce, reprint, modify, distribute, or otherwise use the content described in the preceding paragraph without the prior consent of the Organizer.

Article 20 (Confidentiality)

Exhibitors and the Organizer shall not disclose or leak to any third party any business, technical, or other confidential information disclosed by the other party or otherwise obtained in connection with this Event. However, this shall not apply if disclosure is required by law.

Exhibitor Terms and Conditions

Article 21 (Late Payment Penalty)

If an Exhibitor delays payment of any monetary obligation under these Terms and Conditions, the Exhibitor shall pay late payment damages at an annual rate of 14.6% from the day following the payment due date until full payment is made.

Article 22 (Severability)

Even if any provision or part thereof of these Terms and Conditions is deemed invalid or unenforceable under laws, regulations, or other legal provisions, the remaining provisions of these Terms and Conditions shall remain in full force and effect.

Article 23 (Entire Agreement)

These Terms constitute the entire agreement between the Organizer and the Exhibitor regarding this Event, and any matters not provided for in these Terms shall be resolved through good-faith consultation between the parties.

Article 24 (Governing Law and Jurisdiction)

These Terms and this Agreement shall be governed by the laws of Japan. For any and all disputes arising in connection with these Terms, the District Court having jurisdiction over the location of the Organizer's head office shall be the exclusive agreed jurisdiction of first instance

Exhibition Hall Exhibition Regulations

① **Decoration and structural methods, volume levels, exhibition content and methods, presentation and operational methods**

Exhibitors must comply with the provisions set forth in the “Exhibition Guidelines” and “Exhibitor Manual” regarding booth decoration and construction methods, sound levels, exhibition content and methods, and presentation and operational methods.

② **Prohibition of Presentations Contrary to Public Order and Morals**

Exhibitors may not engage in excessive presentations that violate public order and morals, such as sexual or discriminatory expressions. If the Organizer determines that a violation has occurred, the Exhibitor shall immediately rectify the situation in accordance with the Organizer’s instructions.

③ **Instructions for Changes or Cancellation by the Organizer**

Even for matters not specified in the “Exhibition Guidelines” or “Exhibitor Manual,” exhibitors shall comply with the organizer’s instructions if the organizer deems it necessary.

④ **Consideration for Neighboring Exhibitors**

Exhibitors must take sufficient care to ensure that their displays do not interfere with neighboring exhibitors or others.

⑤ **Costs Associated with Changes or Cancellations**

All costs associated with changes or cancellations resulting from the Organizer’s instructions shall be borne by the Exhibitor. Furthermore, even if the Exhibitor suffers any damages due to such changes or cancellations, the Exhibitor shall hold the Organizer harmless.

⑥ **Delivery and Setup**

Exhibitors must complete delivery and booth decoration within the preparation period specified by the Organizer.

⑦ **Removal of Exhibits and Decorations**

All exhibits and decorations must be removed within the designated removal time; removal during the exhibition period is not permitted.

⑧ **Compensation for Damages Due to Delays in Delivery and Removal**

If damages occur due to failure to complete work within the specified period, the exhibitor shall compensate for all such damages.

⑨ **Compliance with Fire and Safety Regulations**

Exhibitors must comply with all laws, regulations, and safety rules applicable to the venue.

⑩ **Rights Regarding Photography and Videography**

Exhibitors are prohibited from taking photographs or videos within the exhibition venue of anything other than their own booth without the prior consent of the organizer and other exhibitors.



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2027NORTH

GOOD LUCK WITH YOUR GAMING!

Contact Information

Nikkei BP GLGa Administration Office

E-mail: glga-ope@nikkeibp.co.jp

<https://events.nikkeibp.co.jp/glga/2027/en/exhibitor/>

