

To all media representatives

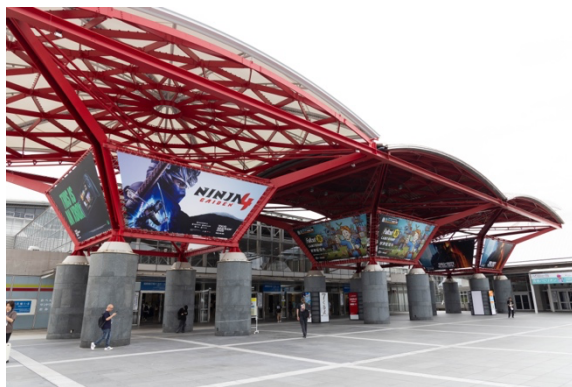
February 10, 2026

Computer Entertainment Supplier's Association

**TOKYO GAME SHOW, one of the world's largest game festivals,
celebrating its 30th anniversary this year**

TOKYO GAME SHOW 2026

Set for September 17–21 at Makuhari Messe!



The theme is " The Longest Five Days of Nonstop Play"
Special 30th Anniversary logo also unveil!

Computer Entertainment Supplier's Association (CESA, President: Haruhiro Tsujimoto), in co-organization with Nikkei Business Publications, Inc. (President & CEO: Tetsuya Iguchi) and Sony Music Solutions Inc. (President & Executive Officer: Hidehiko Ohtani), has officially announced TOKYO GAME SHOW 2026 (TGS2026) and started accepting exhibitor applications today.

TGS2026 will be held in a hybrid format, centered on the physical venue with online initiatives such as official programs. The physical event at Makuhari Messe (Chiba) will run from September 17 (Thu) to 21 (Mon/Holiday), 2026, marking the longest duration in history at 5 days. September 17 (Thu) and 18 (Fri) will be Business Days, while September 19 (Sat) to 21 (Mon/Holiday) will be Public Days. The physical venue will feature numerous anniversary events unique to the 30th year, offering a framework for a wide range of visitors from business professionals to families. Online platforms such as official programs will provide diverse information and experiences transcending regional and time constraints.

■ Three Key Features of TGS2026

● The First-Ever 5-Day Event!

This year marks the first-ever 5-day duration for TGS. While Public Days are always crowded with many visitors, this often limited the number of titles available for trial play. By adding one more Public Day, we aim to alleviate congestion and create more opportunities for visitors to enjoy TOKYO GAME SHOW even more than before.

● New Tickets to Improve Visitor Satisfaction

Starting in 2026, new ticket categories will be introduced for both Business Day and Public Day admission. By launching tickets with added services to satisfy visitors within the limited venue infrastructure, we will further enhance the value of TOKYO GAME SHOW.

● Moving Toward a More Globally Conscious Event

While TOKYO GAME SHOW has already seen significant participation from overseas exhibitors and visitors, we will further strengthen our promotions. We will add new cities for overseas exhibitor briefings, participate in game and entertainment events other than TGS, and launch new campaigns to solidify our position as the "Global TGS."

■ TGS2026 Theme

"The Longest Five Days of Nonstop Play"

TOKYO GAME SHOW moves to a new stage this year.

Where games and people from around the world gather,

TGS has connected people across ages and borders to play, engage,

and envision the future. In 2026, the stage expands to a record-breaking 5 days.

With an increased volume of play and scaled-up passion,

The SHOW to fully experience the world of games begins.

■ TGS Celebrates Its 30th Anniversary This Year

The year 2026 marks the 30th anniversary of TOKYO GAME SHOW. To commemorate this, we are planning special projects to be enjoyed both at the venue and leading up to the event. Details will be announced sequentially via official press releases, the official website, and official SNS.

■ 30th Anniversary Limited Logo Unveiled!

As the first phase of the 30th-anniversary project, we have created a special logo.
A gold color version suitable for the anniversary has also been prepared to liven up this special year.



*Please check the official website (<https://tgs.cesa.or.jp/en>) for details.

■ TOKYO GAME SHOW 2026 Event Overview

Name: TOKYO GAME SHOW 2026

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-organizers: Nikkei Business Publications, Inc., Sony Music Solutions Inc.

Dates:

September 17, 2026 (Thu) Business Day 10:00–17:00

September 18, 2026 (Fri) Business Day 10:00–17:00

September 19, 2026 (Sat) Public Day 9:30–17:00

September 20, 2026 (Sun) Public Day 9:30–17:00

September 21, 2026 (Mon/Holiday) Public Day 9:30–16:00

*Opening hours differ between Business Days and Public Days.

*Opening hours on Public Days may be advanced by 30 minutes depending on circumstances.

Venue: Makuhari Messe (Exhibition Halls 1–11, International Convention Center), TKP Tokyo Bay Makuhari Hall

Expected Number of Visitors: 300,000

Number of Booths: 3,500 booths (tentative)

Official Website: <https://tgs.cesa.or.jp/en>



■ **Exhibitor Recruitment, Selection, and Briefing Schedule**

Application deadline for 42 or more booths: May 8, 2026 (Fri)

*Exhibitors with 140 or more booths must contact the secretariat by April 30, 2026 (Thu).

Application deadline for fewer than 42 booths: May 22, 2026 (Fri)

Booth location selection meeting for 42 or more booths: June 9, 2026 (Tue)

Booth location selection meeting for 16 to 41 booths: June 22, 2026 (Mon)

Official program and event stage exhibitor briefing (Online): June 30, 2026 (Tue)

Booth location selection meeting and exhibitor briefing for fewer than 16 booths: July 8, 2026 (Wed)

Selection meeting for official program slots and event stage slots (at the briefing venue): July 8, 2026 (Wed)

*Please refer to the "Exhibition Guide" on the official website (<https://tgs.cesa.or.jp/en>) for details.

*Priority for official program slot selection:

Priority 1: Order of application for set sales

Priority 2: Platformers for home game consoles

Priority 3: Exhibitors with a track record of official programs at TGS2025

Priority 4: General exhibitors of TGS2026

Priority 5: Other exhibitors

*If there is no conflict in preferred slots at the time of the first application deadline, decisions will be communicated based on application contents.

[Official Materials]

Image materials used in this release are stored in the URL folder below.

Please feel free to use them for your coverage.

URL: <https://app.box.com/s/6i9nofcaz5rr6b3k798cmowl86w5yyu4>

[Contact Information for Media regarding TGS2026]

TOKYO GAME SHOW 2026 PR Office (c/o Sunny Side Up Inc.)

Contacts: Eri Suzuki

E-Mail: tgs2026_pr@ssu.co.jp