

# TOKYO GAME SHOW 2025

## INDIE GAME PROJECT SPONSORSHIP

TOKYO GAME SHOW 2025, the "SELECTED INDIE 80" program allows individual and corporate indie game developers to exhibit their projects in person for free, supported by sponsors. This initiative aims to provide a platform for indie developers to thrive while contributing to the growth of the global gaming industry.

### Indie Game Project Proposal of the Affiliate Plans

SELECTED INDIE 80  SENSE OF WONDER NIGHT 2025



TOKYO GAME SHOW Indie Game  
Management Office/Nikkei BP

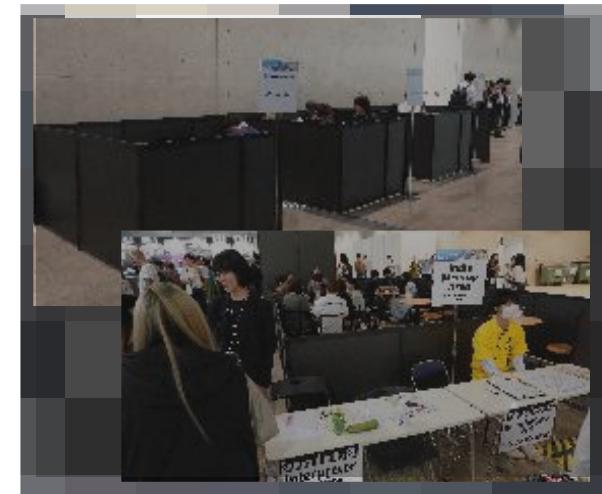
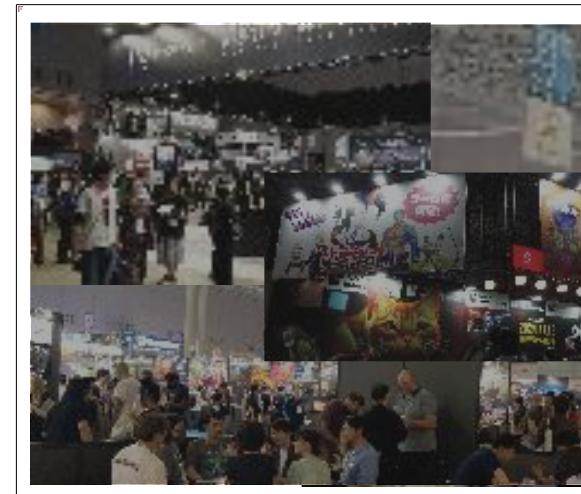
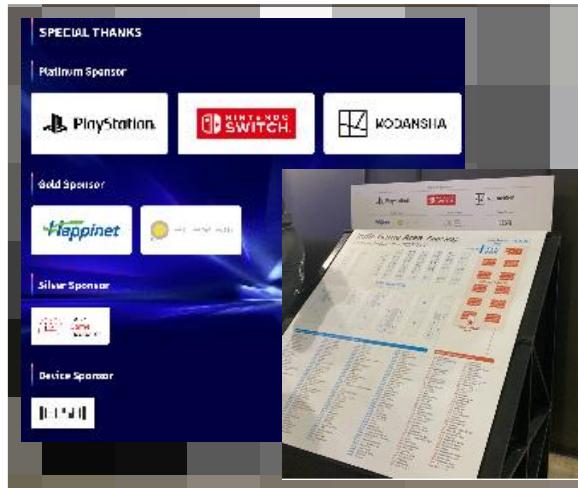
# **“SELECTED INDIE 80”, Project to Support Indie Game Devs**

To provide a platform for indie developers to flourish and to contribute to the growth of the global gaming industry, The "SELECTED INDIE 80" slot, which allows indie game developers to exhibit for free, is available again this year.

This project is made possible by the support of our sponsors.

Sponsors will receive a variety of benefits, including logo display, exhibit space, and use of meeting tables.

If you are a game platformer, game publisher, PC/monitor manufacturer, etc. that would like to support the event, please consider becoming a sponsor.



## **Logo, company name and brand name**

Business professionals and indie game developers, Increase awareness and presence of the company to game users

## **Dedicated booth at Indie Game Area**

With booths granted as a sponsorship benefit, Exhibit and test play of titles supported/published by the company, and display of equipment

## **Access to business meeting tables and interpreters in the Meetup Area**

Access to the business meeting table in the Indie Area 4 days of efficient and effective Mtg and business meetings with indie game developers and business professionals

# Outline for SELECTED INDIE 80

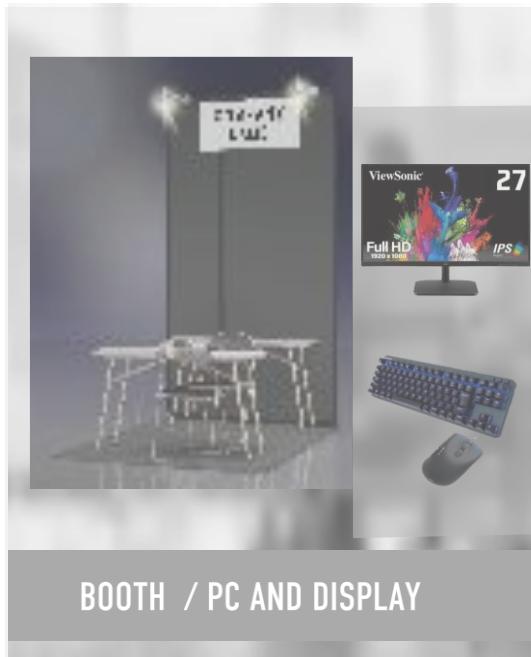
Exhibit for free at the Indie Game Area

The "SELECTED INDIE 80" category has been established to accept entries from around the world. Selected game titles will be exhibited at TOKYO GAME SHOW 2025 Exhibit for 4 days (80 titles planned). We will support exhibitors by providing booths, PCs, and monitors necessary for exhibiting.

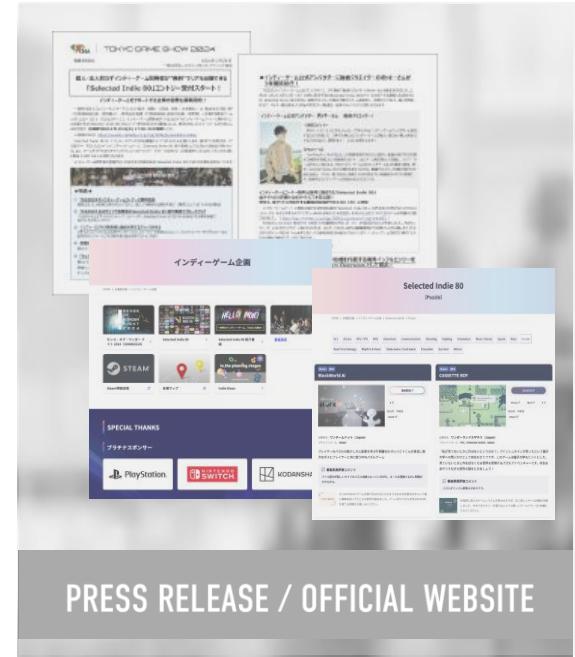
In addition, a dedicated page on the official TGS website will be set up for various promotions leading up to the show.



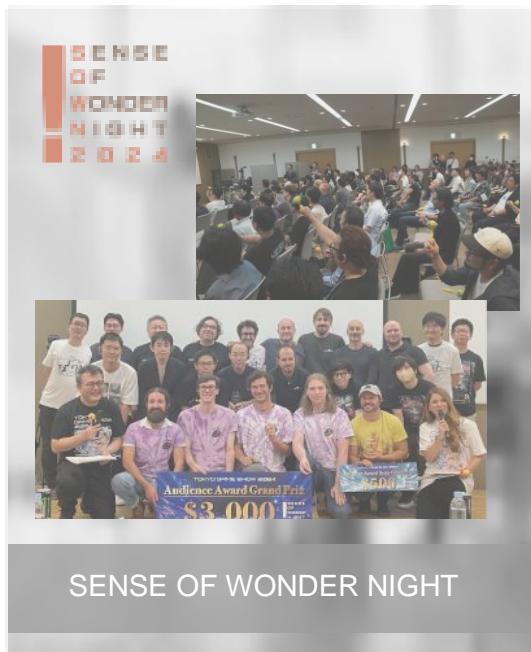
SELECTED INDIE 80 exhibitors and supporting companies will work together to enhance their presence.



BOOTH / PC AND DISPLAY



PRESS RELEASE / OFFICIAL WEBSITE



SENSE OF WONDER NIGHT



SI80 Eve / International Party

# INDIE GAME PROJECT SPONSORSHIP PLAN

## PLATINUM

Exhibitors only

Limited to 4  
companies

**JPY  
5,500,000**

\*Tax included  
(Exhibit fee is not included)

## GOLD

Exhibitors only

Limited to 6  
companies

**JPY  
2,200,000**

\*Tax included  
(Exhibit fee is not included)

## SILVER

Exhibitors / Non-exhibitors

Exhibitors

**JPY 770,000**

\*Tax included  
(Exhibit fee is not included)

Non-Exhibitors

**JPY 880,000**

## BRONZE

NEW

Exhibitors / Non-exhibitors

Exhibitors

**JPY 265,000**

\*Tax included  
(Exhibit fee is not included)

Non-Exhibitors

**JPY 330,000**

## DEVICE

Exhibitors / Non-exhibitors

Exhibitors

**Provision of  
equipment**

\*Tax included  
(Exhibit fee is not included)

Non-Exhibitors

**Provision of  
equipment**

**Closing Date for Application : March 31, 2025 (Mon.)**

**PLATINUM** Limited to 4 companies  
**Platinum Sponsor**

**JPY 5,500,000** \*Tax included **Exhibitors only**

### Sponsorship Benefits

#### ① Complimentary Booth in the Indie Game Area

Two standard booths (3m x 3m) or Three free turnkey booths (2m x 2m)  
\*Ordinary booths are space only.

Turnkey booths are default package booths.

Booth locations are selected from the sponsor's priority area.

\*Additional booths can be added for a fee.

#### ② Logo Posting

\*Refer to the figure on the right.

#### ③ Use of Indie Meetup Area dedicated business meeting booths (application required)

#### ④ Use of sponsor presentation slots

Presentation within SENSE OF WONDER NIGHT (5 minutes)

#### ⑤ SI80 Eve & International Party

Table for sponsors in the venue (application required)

#### ⑥ Title listing on a special Steam Venue

#### ⑦ "Indie Guidebook in TGS2025" Booklet Article

#### ⑧ Ticket distribution

#### ⑨ Display of catalogs and advertisements

#### ⑩ E-mail delivery on behalf of the client (2 times)

\*Period: July 8 (Tuesday) - December 19 (Friday)



### Logo display location: Makuhari Messe

\*The location of the display may be subject to change.

① Corner sign hanging banner

② Booth protrusion sign

③ Panel sign (next to escalator) **NEW**

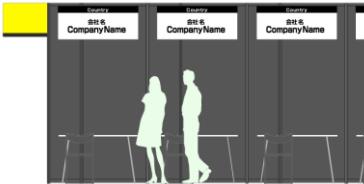
④ Entrance Sign **NEW**

⑤ Indie Game Area Floor MAP

① Display location: 9 -11Hall 1F \*Indie Game Area



② Display location: 9 -11Hall Esplanade \*SELECTED INDIE 80 Area



③ Display location: 11Hall 2F \*Indie Game Area



④ Display location: 9-11Hall 2F \* Esplanade SELECTED INDIE 80 Area



### Other logo display locations

TGS official website

Indie game project page (exhibitors and visitors)

SENSE OF WONDER NIGHT 2025 Venue: Screen

\*This program will be broadcast on the official TGS program.

Press Release \*Distributed when sponsor is decided,  
International Party: Stage Board,

Indie Guidebook in TGS2025" booklet **NEW**

### **NEW** 『Indie Guidebook in TGS2025』

Free to visitors



#### Article publication: 1P

Format: A5 size, saddle stitch (left side up), 20 pages (tentative)

Circulation: 10,000 copies

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

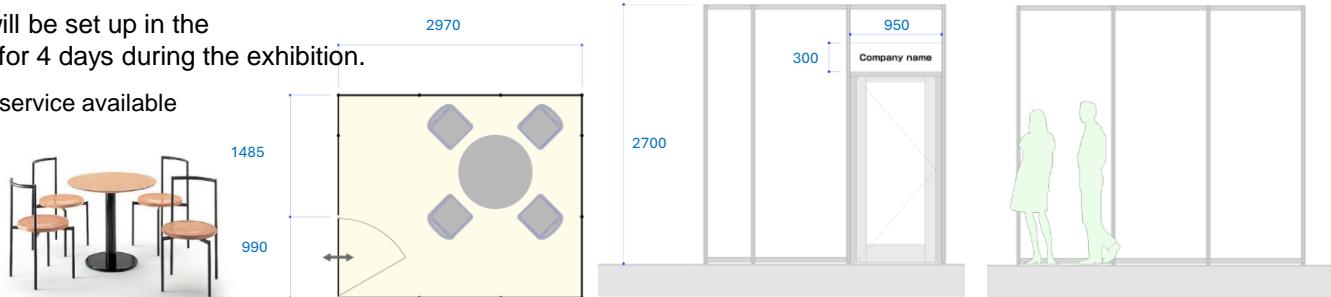
## 4 Days use Indie Meetup Area

### Establishment of dedicated business meeting booths

A dedicated business meeting booth will be set up in the SELECTED INDIE 80 Area. Available for 4 days during the exhibition.

\*Japanese-English-Chinese interpretation service available

\*Reservations required



## Event

### SENSE OF WONDER NIGHT(SOWN)

\*Presentation slot (5 minutes), SOWN will be distributed and archived as an official program.



### SI80 Eve (eve) : Wednesday, September 24

SELECTEDINDIE 80 Exhibitors and a social event will be held. Tables for sponsors will be set up in the exhibition hall.

### International Party : September 26 (Friday)

A party will be held during the exhibition to allow visitors to interact with domestic and international game industry professionals and members of the press. Tables for sponsors will be set up in the venue.

\*SI80 Eve and International Party are for tables and chairs only. If you need decorations or other items, please prepare them separately.

## Other

### Steam Special Venue

List your titles on the dedicated "Indie Game Project" tab (up to 20 titles)

### E-mail delivery on behalf of the client

(2 times) \*Distributed to SI80 applicants/SI80 exhibitors on their behalf for promotional purposes such as Guidance for TGS.

### Display of catalogs and advertisements

Location: 2F Esplanade SELECTED INDIE 80Area Installed in front of entrance sign

### Ticket offer

Business Day Ticket: 10 / Public day tickets: 10

**GOLD** Limited to 6 companies  
**Gold Sponsor**

**JPY 2,200,000** \*Tax included

Exhibitors only

### Sponsorship Benefits

#### ① Booth in the Indie Game Area

One standard booth (3m x 3m) or One free turnkey booth (2m x 2m)

\*Regular booths are space only. Turnkey booths are default package booths.

Booth locations are selected from the sponsor's priority area.

\*Additional booths can be added for a fee.

#### ② Logo Posting \*Refer to the figure on the right.

#### ③ Indie Meetup Area Use of business meeting tables (shared tables)

\*Availability of shared tables can be reserved in advance through the business matching system.

\*Option to change to dedicated booth and table

#### ④ SI80 Eve & International Party

Table for sponsors in the venue (application required)

#### ⑤ Title listing on a special Steam Venue



#### ⑥ Ticket distribution



#### ⑦ Email delivery on behalf of the client (one time)

\*Period: July 8 (Tuesday) - December 19 (Friday)



### Logo display location: Makuhari Messe

\*The location of the display may be subject to change.

① Indie Game Area Floor MAP

② International Party : Stage Board

③ SENSE OF WONDER NIGHT 2025 Venue : Screen

\*This program will be distributed on the official TGS program.

- ① Display location: 9-11Hall 2F \* Esplanade  
SELECTED INDIE 80 Area  
Floor MAP (left and right)



- ② Display location: 9-11Hall 2F \* Esplanade  
③ Display location: SOWN venue: Screen



### Other logo display locations

#### TGS Official Web Site

\* Indie Game Planning Page (Exhibitors and visitors)

#### Press Release (to be distributed when a sponsor is selected)

"Indie Guidebook in TGS2025" booklet **NEW**

**NEW** 『Indie Guidebook in TGS2025』

Free to visitors



#### Article publication: 0.5P

Format: A5 size, saddle stitch (left side up), 20 pages (tentative)  
Circulation: 10,000 copies

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

## 4 Days use Indie Meetup Area Access

### Use of business meeting tables (shared)

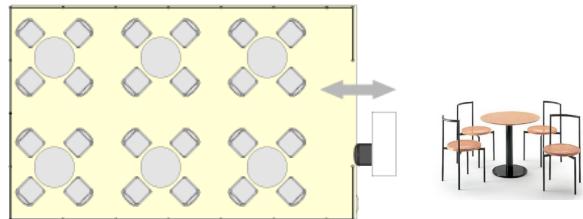
**Free Use**

Use of "Indie Meetup Area" (business meeting space) in SELECTED INDIE 80 Area

\*Shared tables can be reserved through the business matching system.

\*Interpretation service (Japanese-English-Chinese)

\*Table arrangements are subject to change.



**Option**



**Change to a dedicated booth: JPY 110,000 (including tax)**

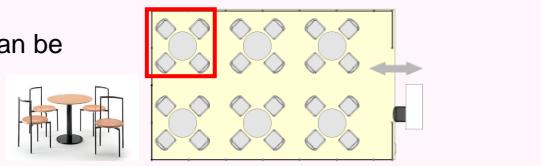


**Option**



**Change to dedicated table: JPY 77,000 (including tax)**

※One of table at the Meetup Area can be used as a dedicated table.



## Event

### SI80 Eve (eve) : Wednesday, September 24

SELECTEDINDIE 80 Exhibitors and a social event will be held. Tables for sponsors will be set up in the exhibition hall.

### International Party : September 26 (Friday)

A party will be held during the exhibition to allow visitors to interact with domestic and international game industry professionals and members of the press. Tables will be set up in the venue for sponsors.

\*SI80 Eve and International Party both have tables and chairs only. If decorations or other items are required, please prepare them separately.

## Other

### Steam Special Venue

List your titles on the dedicated "Indie Game Project" tab (up to 15 titles)

### E-mail delivery on behalf of the client

(1 times) \*Distributed to SI80 applicants/SI80 exhibitors on their behalf for promotional purposes such as Guidance for TGS.

### Display of catalogs and advertisements

Location: 2F Esplanade SELECTED INDIE 80Area Installed in front of entrance sign

### Ticket distribution:

Business Day Ticket 10 / Public day tickets 10

# SILVER Silver Sponsor

## JPY 770,000

\*Tax included

Exhibitors only

### Sponsorship Benefits

- ① Logo Posting \*Refer to the figure on the right.
- ② Indie Meetup Area Use of business meeting tables (shared tables)  
\*Option to change to dedicated booth and table
- ③ Tables for sponsors at the SI80 Meeting (eve of the meeting) (application required)
- ④ Title listing on a special Steam Venue
- ⑤ "Indie Guidebook in TGS2025" Booklet Article
- ⑥ Ticket distribution
- ⑦ Display of catalogs and advertisements

Option

## JPY880,000

\*Tax included

Non-exhibitors

### Sponsorship Benefits

- ① Logo Posting \*Refer to the figure on the right.
- ② Participation in SI80 Meeting (eve of the meeting)
- ③ Business Day Ticket distribution (3 tickets)
- ④ "Indie Guidebook in TGS2025" Booklet Article



Exhibitors only Non-exhibitors

### Logo display location: Makuhari Messe

\*The location of the display may be subject to change.

- ① Indie Game Area Floor MAP
- ② International Party : Stage Board
- ③ SENSE OF WONDER NIGHT 2025 Venue : Screen

\*This program will be distributed on the official TGS program.

①

Display location: 9-11Hall 2F \* Esplanade  
SELECTED INDIE 80 Area  
Floor MAP (left and right)



②

Display location: 9-11Hall 2F \* Esplanade

③

Display location: SOWN venue: Screen



### Other logo display locations

#### TGS Official Web Site

\* Indie Game Planning Page (Exhibitors and visitors)

Press Release (to be distributed when a sponsor is selected)

Indie Guidebook in TGS2025" booklet

NEW

Free to visitors

NEW 『Indie Guidebook in TGS2025』



Article publication: 0.25P

Format: A5 size, saddle stitch (left side up), 20 pages (tentative)

Circulation: 10,000 copies

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

4 Days use

Exhibitors only

# Indie Meetup Area Access

## Use of business meeting tables (shared)

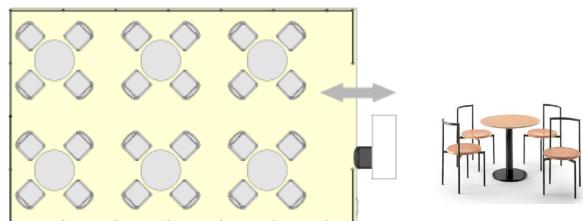
Free Use

Use of "Indie Meetup Area" (business meeting space) in SELECTED INDIE 80 Area

\*Shared tables can be reserved through the business matching system.

\*Interpretation service (Japanese-English-Chinese)

\*Table arrangements are subject to change.



Option



Change to a dedicated booth: JPY 330,000 (including tax)

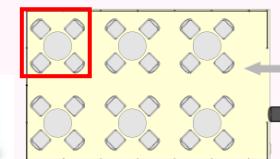


Option



Change to dedicated table: JPY 175,000 (including tax)

※One of table at the Meetup Area can be used as a dedicated table.



Exhibitors only

## Other

### SI80 Eve (eve) : Wednesday, September 24

SELECTEDINDIE 80 Exhibitors and a social event will be held. A dedicated table will be provided in the venue (application required). Only tables and chairs are available. If you need decorations or other items, please prepare them separately.

### Special TGS2025 page on Steam

Listing of titles on a dedicated tab for "Indie Game Project" (maximum 10 titles)

### Ticket distribution Business Day Ticket and Public Day Ticket: 3 each

Options: JPY 55,000 (including tax)

**Display of catalogs and advertisements** 2F Esplanade: SELECTED INDIE 80 Area To be installed in front of the entrance sign

Non-exhibitors

## Other

### Participation in SI80 Eve (eve of the festival) : September 24 (Wed.)

SELECTEDINDIE 80 Exhibitors will meet and mingle with SELECTEDINDIE 80 exhibitors.

### Ticket distribution Business Day Ticket: 3

BRONZE NEW

# Bronze Sponsor

**JPY 265,000** \*Tax included

**Exhibitors only**

## Sponsorship Benefits

- ① Logo Posting \*Refer to the figure on the right.
- ② Participation in SI80 Eve
- ③ Ticket distribution
- ④ Option Display of catalogs and advertisements
- ⑤ Option Access of Indie Meetup Area (Meeting Space)  
\* (shared)

**JPY 330,000** \*Tax included

**Non-exhibitors**

## Sponsorship Benefits

- ① Logo Posting \*Refer to the figure on the right.
- ② Participation in SI80 Eve
- ③ Ticket distribution



**Exhibitors only** **Non-exhibitors**

## Logo display location: Makuhari Messe

\*The location of the display may be subject to change.

- ① Indie Game Area Floor MAP
- ② International Party : Stage Board
- ③ SENSE OF WONDER NIGHT 2025 Venue : Screen

\*This program will be distributed on the official TGS program.

①

Display location: 9-11Hall 2F \* Esplanade  
SELECTED INDIE 80 Area  
Floor MAP (left and right)



②

Display location: 9-11Hall 2F \* Esplanade

③

Display location: SOWN venue: Screen



## Other logo display locations

### TGS Official Web Site

\* Indie Game Planning Page (Exhibitors and visitors)

### Press Release

(to be distributed when a sponsor is selected)

### Indie Guidebook in TGS2025" booklet

NEW

**Free to visitors**

### NEW 『Indie Guidebook in TGS2025』



Format: A5 size, saddle stitch (left side up), 20 pages (tentative)  
Circulation: 10,000 copies  
Date of issue: Thursday, September 25, 2025  
Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

4 days use

Exhibitors only

## Indie Meetup Area

### Use of business meeting tables (1) or (2)

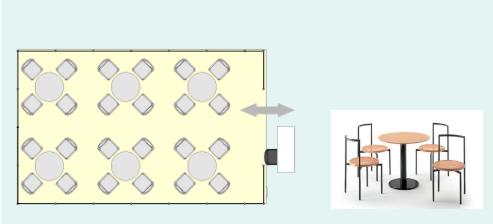
Option Menu [Paid]

Use of "Indie Meetup Area" (business meeting space) in  
SELECTED INDIE 80 Area

- \*Shared tables can be reserved through the business matching system.
- \*Interpretation service (Japanese-English-Chinese)
- \*Table arrangements are subject to change.

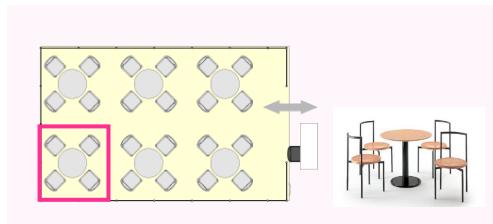
(1) Change to shared table:

Option : JPY 220,000 (including tax)



(2) Change to dedicated table:

Option : JPY 330,000 (including tax)



Exhibitors only

## Other

### SI80 Eve (eve) : Wednesday, September 24

SELECTEDINDIE 80 Exhibitors and a social event will be held.

### Ticket distribution: Business Day Ticket and Public Day Ticket: 2 each

Options: JPY 55,000 (including tax)

### Display of catalogs and advertisements

2F Esplanade: SELECTED INDIE 80 Area To be installed in front of the entrance sign

Non-exhibitors

## Other

### SI80 Eve (eve) : Wednesday, September 24

SELECTEDINDIE 80 Exhibitors and a social event will be held.

### Ticket distribution: Business Day Ticket 2

DEVICE

# Equipment Sponsor

## Provision of equipment

Exhibitors only

### Sponsorship Benefits

① Logo Posting \*Refer to the figure on the right.

② Participation in SI80 Eve

③ Ticket distribution

④ Indie Meetup Area Use of business meeting tables (shared tables)

\*Option to change to dedicated booth and table

⑤ Option Display of catalogs and advertisements



Exhibitors only Non-exhibitors

**Logo display location:** Makuhari Messe

\*The location of the display may be subject to change.

① Indie Game Area Floor MAP

② International Party : Stage Board

③ SENSE OF WONDER NIGHT 2025 Venue : Screen

\*This program will be distributed on the official TGS program.

① Display location: 9-11Hall 2F \* Esplanade  
SELECTED INDIE 80 Area  
Floor MAP (left and right)



② Display location: 9-11Hall 2F \* Esplanade

③ Display location: SOWN venue: Screen



### Other logo display locations

TGS Official Web Site

\* Indie Game Planning Page (Exhibitors and visitors)

Press Release (to be distributed when a sponsor is selected)

Indie Guidebook in TGS2025" booklet NEW

## Provision of equipment

Non-exhibitors

### Sponsorship Benefits

① Logo Posting \*Refer to the figure on the right.

② Participation in SI80 Eve

③ Ticket distribution

NEW 『Indie Guidebook in TGS2025』

Free to visitors



Format: A5 size, saddle stitch (left side up), 20 pages (tentative)

Circulation: 10,000 copies

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

4 Days use

Exhibitors only

# Indie Meetup Area Access

## Use of business meeting tables (shared)

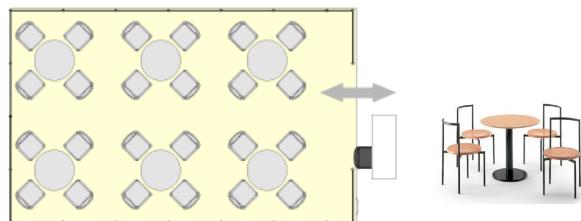
Free Use

Use of "Indie Meetup Area" (business meeting space) in SELECTED INDIE 80 Area

\*Shared tables can be reserved through the business matching system.

\*Interpretation service (Japanese-English-Chinese)

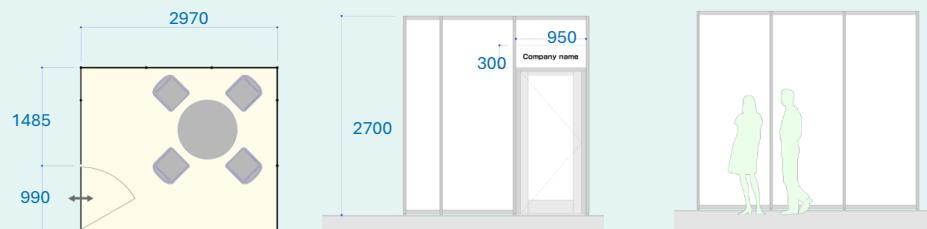
\*Table arrangements are subject to change.



Option



Change to a dedicated booth: JPY 330,000 (including tax)

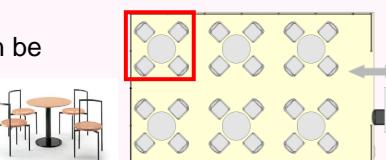


Option



Change to dedicated table: JPY 175,000 (including tax)

※One of table at the Meetup Area can be used as a dedicated table.



Exhibitors only

## Other

**SI80 Eve (eve) : Wednesday, September 24** SELECTEDINDIE 80 Exhibitors and a social event will be held.

**Ticket distribution: Business Day Ticket and Public Day Ticket: 2 each**

**Options: JPY 55,000 (including tax)** **Display of catalogs and advertisements** 2F Esplanade: SELECTED INDIE 80 Area To be installed in front of the banner

Non-exhibitors

## Other

**SI80 Eve (eve) : Wednesday, September 24** SELECTEDINDIE 80 Exhibitors and a social event will be held.

**Ticket distribution: Business Day Ticket 2**

Sponsorship Items		Platinum	Gold	Silver	
		Exhibitor Only: 4 Slots	Exhibitor Only: 6 Slots	Exhibitor	Non-Exhibitor
		<b>JPY 5,500,000</b> (tax included) Exhibitor Fee Not Included	<b>JPY 2,200,000</b> (tax included) Exhibitor Fee Not Included	<b>JPY 770,000</b> (tax included) Exhibitor Fee Not Included	<b>JPY 880,000</b> (tax included)
Exhibit	Exhibit Booth at Indie Game Area  Regular Booth (3m x 3m) X 2 Booths OR Turnkey Booth (2m X 2m) X 3 Booths for free of charge  *Standard booths are space only. Turnkey booths are pre-defined package booths *Booth locations are selected from sponsor priority areas. *It is possible to add booths for an additional fee		—	—	—
	Exhibit Booth at Indie Game Area  Regular Booth (3m x 3m) X 1 Booth OR Turnkey Booth (2m X 2m) X 1 Booth for free of charge  *Standard booths are space only. Turnkey booths are pre-defined package booths *Booth locations are selected from sponsor priority areas. *It is possible to add booths for an additional fee	—		—	—
Logo Posting	Indie Game Area : Hanging Banner, Panel Signage (Escalator Side at Hall11)		—	—	—
	Entrance Signage, Booth Attached Signage: SELECTEDINDIE 80 Area		—	—	—
	Floor MAP: SELECTEDINDIE 80 Area				
	TGS Official Web: Indie Game Project Page				
	SENSE OF WONDER NIGHT Venue : Main Screen				
	International Party : Stage Board				
	“Indie Guidebook in TGS2025” Booklet				
Business Meeting	Indie Meetup Area Dedicated Meeting Booth		Option: JPY 110,000	Option: JPY 330,000	—
	Indie Meetup Area Dedicated Meeting Table ( 1 Table)	—	Option: JPY 77,000	Option: JPY 175,000	—
	Indie Meetup Area Shared Meeting Table (SI80 Shared)	—			—
Event	SENSE OF WONDER NIGHT : Sponsorship Presentation (5 Min.)	Application Required	—	—	—
	SI80 Eve (Pre-Day Evening) : Onsite Sponsorship Table	Application Required	Application Required	Application Required	—
	International Party : Onsite Sponsor Table	Application Required	Application Required	—	—
Catalog Placement	Catalogue / Advertising Stand Corner			Option: JPY 55,000	—
Steam	Steam Special Page : Title Enlisting	Max 20 Titles	Max 15 Titles	Max 10 Titles	Max 10 Titles
Complimentary Ticket	Business Day Ticket	10	5	3	3
	Public Day Ticket	10	5	3	—
Booklet	『Indie Guidebook in TGS2025』 Booklet : Featured Article	1 Page	½ Page	¼ Page	¼ Page
Email Blasting	Email Blasting : For SI80 Entries · SI80 Exhibitors	2 Times	1 Time	—	—

Sponsorship Items		Bronze		Device	
		Exhibitor	Non-Exhibitor	Exhibitor	Non-Exhibitor
		<b>JPY 275,000</b> (tax included) Exhibitor Fee Not Included	<b>JPY 330,000</b> (tax included)	<b>Equipment Provision</b> Exhibitor Fee Not Included	<b>Equipment Provision</b>
Exhibit	Exhibit Booth at Indie Game Area  Regular Booth (3m x 3m) X 2 Booths OR Turnkey Booth (2m X 2m) X 3 Booths for free of charge  *Standard booths are space only. Turnkey booths are pre-defined package booths *Booth locations are selected from sponsor priority areas. *It is possible to add booths for an additional fee	—	—	—	—
	Exhibit Booth at Indie Game Area  Regular Booth (3m x 3m) X 1 Booth OR Turnkey Booth (2m X 2m) X 1 Booth for free of charge  *Standard booths are space only. Turnkey booths are pre-defined package booths *Booth locations are selected from sponsor priority areas. *It is possible to add booths for an additional fee	—	—	—	—
Logo Posting	Indie Game Area : Hanging Banner, Panel Signage (Escalator Side at Hall11)	—	—	—	—
	Entrance Signage, Booth Attached Signage: SELECTEDINDIE 80 Area	—	—	—	—
	Floor MAP: SELECTEDINDIE 80 Area				
	TGS Official Web: Indie Game Project Page				
	SENSE OF WONDER NIGHT Venue : Main Screen				
	International Party : Stage Board				
	“Indie Guidebook in TGS2025” Booklet				
Business Meeting	Indie Meetup Area Dedicated Meeting Booth	—	—	Option: JPY 330,000	
	Indie Meetup Area Dedicated Meeting Table ( 1 Table)	Option: JPY 330,000		Option: JPY 175,000	
	Indie Meetup Area Shared Meeting Table (SI80 Shared)	Option: JPY 220,000			—
Event	SENSE OF WONDER NIGHT : Sponsorship Presentation (5 Min.)	—	—	—	—
	SI80 Eve (Pre-Day Evening) : Onsite Sponsorship Table	—	—	—	—
	International Party : Onsite Sponsor Table	—	—	—	—
Catalog Placement	Catalogue / Advertising Stand Corner	Option: JPY 55,000		Option: JPY 55,000	
Steam	Steam Special Page : Title Enlisting	—	—	—	—
Complimentary Ticket	Business Day Ticket	2	2	2	2
	Public Day Ticket	2	—	2	—
Booklet	『Indie Guidebook in TGS2025』 Booklet : Featured Article	—	—	—	—
Email Blasting	Email Blasting : For SI80 Entries • SI80 Exhibitors	—	—	—	—

# INDIE GAME PROJECT SPONSORSHIP PLAN

## Indie Game Planning Option Menu

**For Sponsors**

**Exhibitors only**

### Indie Meetup Area

Use of business meeting  
space

(Place of installation)

Hole 9-11 Esplanade

**Exhibitors only**

### Catalog Placement / Advertising

(Place of installation)

Hole 9-11 Esplanade

**Exhibitors only**

### Indie Guidebook in TGS2025

Booklet Ads

**Closing Date for Application : March 31, 2025 (Mon.)**

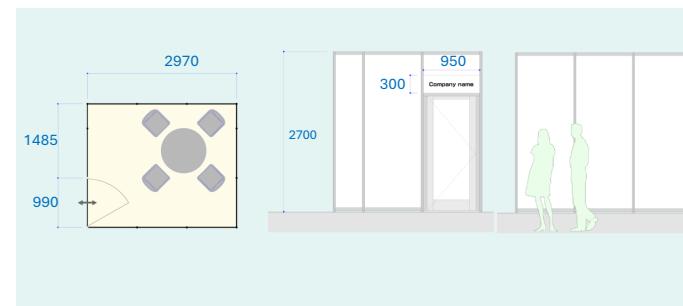
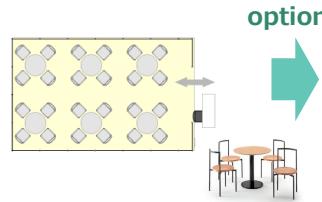
## Available for 4 days Indie Meetup Area

Use of (business meeting space) to be set up in the **SELECTED INDIE 80 Area****Indie game sponsors only: Upgrade 1****Subject: Gold, Silver, Equipment**

Change the use of the business meeting table included in each sponsorship plan to a dedicated individual booth

\*The specifications were changed last year to allow business negotiations to be held in a closed environment.

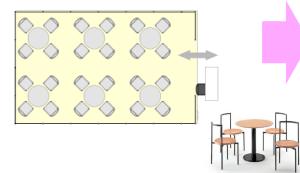
\*Use of interpretation service (Japanese-English-Chinese)

**Gold Sponsor**Change to dedicated booth : JPY **110,000** (including tax)**Silver Sponsor****Equipment Sponsor**Change to dedicated booth : JPY **330,000** (including tax)

Amounts vary depending on the sponsorship plan. The number of units installed is limited, and will be allocated on a first-come, first-served basis.

**Indie game sponsors only: Upgrade 2****Subject: Gold, Silver, Equipment**

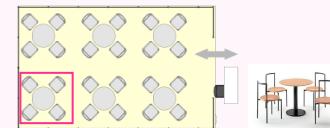
Option



Exclusive use of the negotiation table included in each sponsorship plan

One corner of the Meetup Area common table was changed to a table for sponsors only.  
\*By making a reservation through the Business Matching System, you can use the service at any time.

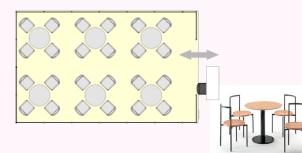
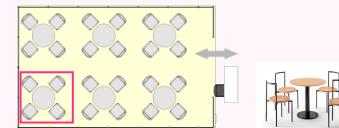
\*Use of interpretation service (Japanese-English-Chinese)

**Gold Sponsor**Change to dedicated table : JPY **77,000** (including tax)**Silver Sponsor**Change to dedicated table : JPY **55,000** (including tax)**Equipment Sponsor**Change to dedicated table : JPY **165,000** (including tax)

Amounts vary depending on the sponsorship plan. The number of units installed is limited, and will be allocated on a first-come, first-served basis.

**Indie game sponsors only: Upgrade 3****Subject: Bronze**

Option

Business meeting table  
Not availableBusiness meeting table at  
"Indie Meetup Area"  
(Shared use)Business meeting table at  
"Indie Meetup Area"  
(Exclusive use)**Bronze Sponsor**Shared use : JPY **220,000** (including tax)Exclusive use : JPY **330,000** (including tax)

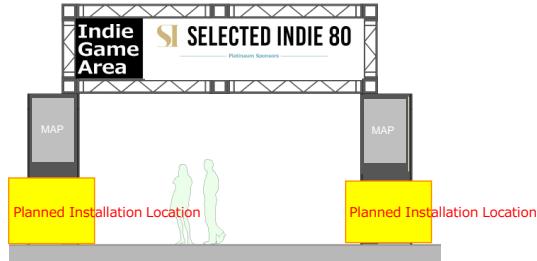
The number of units installed is limited, so they will be available on a first-come, first-served basis.

## Catalogs and advertisements on display

### Catalog and advertisement display area

Eligible sponsors: Silver, Bronze, Equipment

SELECTED INDIE 80 Area" in front of the entrance banner (Hall 9-11: Esplanade)



#### Silver, Bronze and Equipment Sponsors

**JPY 55,000** (including tax)

Space is limited and will be allocated on a first-come, first-served basis.

Free to visitors

## SELECTED INDIE 80 + SOWN2025" booklet ad

### Indie Guidebook in TGS2025

Indie Guidebook in TGS2025 (tentative) (Japanese version),  
a booklet dedicated to support the entire Indie Game Area.

Free copies will be distributed in the indie game area.

SELECTED INDIE 80, Sense of Wonder Night, as well as other indie game projects.

The Indie Guidebook will be A5 size, 24 pages.



Style: A5 size, saddle stitched (left side up), 24 pages \*Style and number of pages are tentative

Circulation: 10,000 copies

Date of issue: Thursday, September 25, 2025

Distribution dates: Thursday, September 25, 2025 - Sunday, September 28, 2025

\*Platinum, Gold and Silver sponsors are included in the sponsorship menu.

Please apply only if you need additional listings.

(The space available varies depending on the sponsorship plan. Please refer to each sponsorship menu for details.)

Exhibitors other than sponsors can also apply for this menu.

#### Listing Space and Fees

Cover 4 (4c 1p): **JPY 440,000** (including tax)

Cover 2 (4c 1p): **JPY 220,000** (including tax)

4C1P **JPY 165,000** (including tax)

\*The menu around the table is limited to one company each.  
The offer will end when all spaces are sold out.

Application Deadline : July 25, 2025 (Friday)

Deadline for submission: August 15, 2025 (Friday)

# REFERENCE

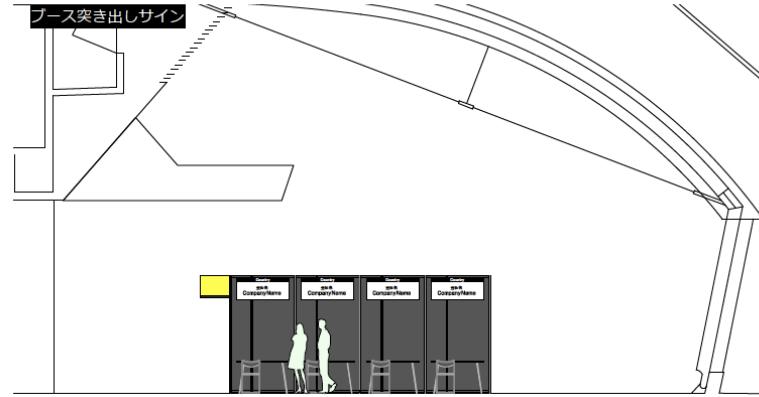
# Indie Game Project Sponsorship References

**Platinum Sponsor: Image of Entrance Sign**  
\*Posting and installation locations are subject to change.

2025 : NEW



Platinum Sponsor: Image of booth display



Press releases posted  
(last fiscal year)

Official website posting (2024: exhibitor and visitor websites)

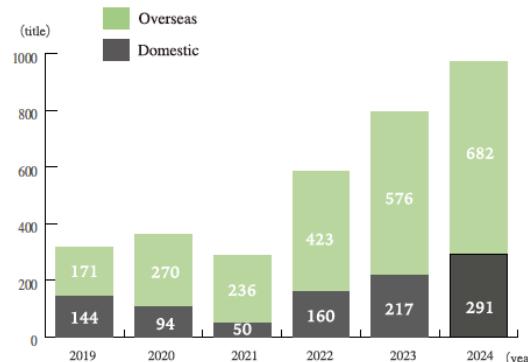
# ANALYSIS

## SELECTED INDIE 80 Entry Results

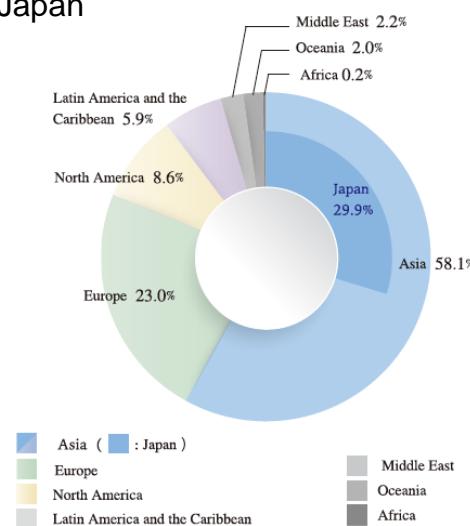
Application period: February 29 - April 30, 2024

Record Number of Entries, Increase in Entries from Asia

\*Record number of applications from Japan



[Figure 2] Comparison of number of entries (Overseas / Domestic)



[Figure 3] Breakdown of 2024 entries (by country/region)

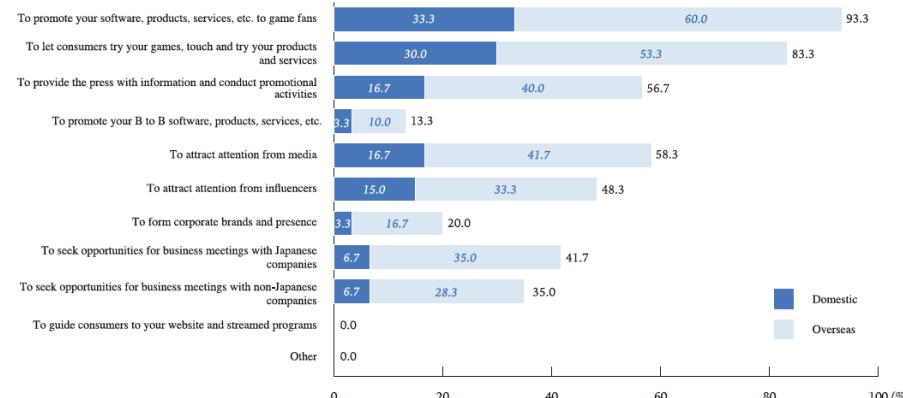
In 2024, the largest number of entries came from the Asian region, accounting for 58.1% of the total (55.9% last year), indicating that Asia's share will increase. The number of entries from Europe and the U.S. and Canada also increased.

There was also a sharp increase in the number of entries from Turkey, although the absolute number is small, and from Saudi Arabia, Bahrain, and the UAE.

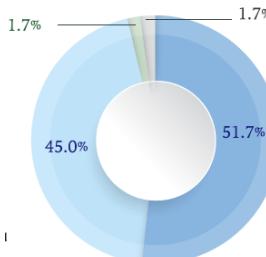
# SURVEY

## SELECTED INDIE 80 Exhibitor Questionnaire

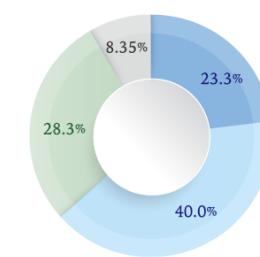
Main objectives and motivations for exhibiting at Selected Indie 80 in TGS2024 (Select all that apply)



Overall satisfaction with exhibiting



Number of visitors to the booth

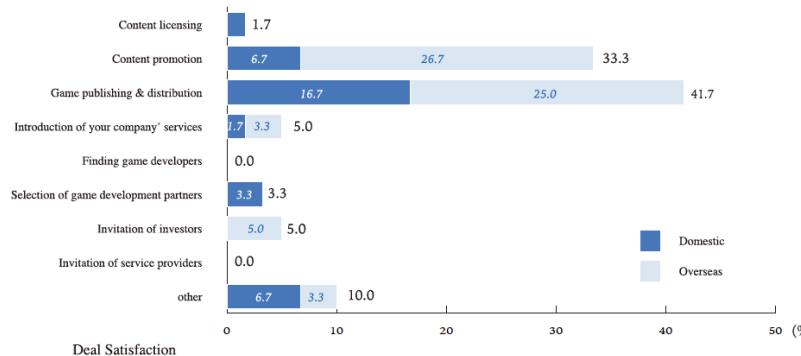


Much larger number of visitors than expected  
Larger number of visitors than expected  
Expected number of visitors  
Smaller number of visitors than expected

# SURVEY

## SELECTED INDIE 80 Business (business meeting)

Most important objectives for "Business"

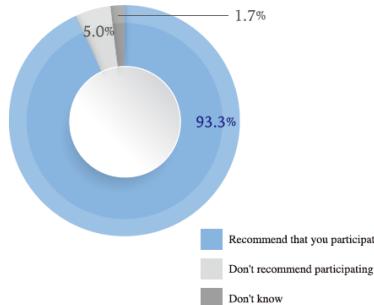


Deal Satisfaction



## SELECTED INDIE 80 About the project

About the series of projects,  
Based on exhibit satisfaction, impact,  
and results.  
93.3% said they would like to promote  
their application to other indie game  
developers the next time around.



### <Free description>

- I was able to share my game not only domestically but also with a global audience. Additionally, interacting with game creators and visitors over four days provided an unforgettable, dream-like experience
- Participating for free in Japan's largest gaming event is a significant opportunity, especially for indie developers focused on small-scale projects.
- Being selected offers greater visibility, including showcasing on Steam, which can result in increased exposure and wish-list additions. This enhances motivation and allows developers to reassess their current standing, making application essential.
- I am completely satisfied overall. The free exhibition fee and the scale of materials provided to us contributed to a satisfying exhibition outcome. Additionally, Someone involved in the judging on X commented that there were fewer applications from Japan, so I particularly want to encourage Japanese developers to apply.
- It was so nice chance to meet Japanese(also global) game user.
- Reaching a wider audience, meeting other indie developers, player feedback.
- Although there can be some improvements, with the Steam event, networking, ability to connect to other developers, and meeting with media and influencers, it is a very fun and worthwhile event!
- Still good for visibility and meeting people in the industry.
- TGS is a great event with a huge dose of positive energy. It gave us a lot to think about and was definitely a very inspiring event.
- Selected Indie 80 is a great opportunity to promote your game and to meet many other creators and players from around the world.
- It's a great opportunity to show your game, and special care is taken for experimental games that use special hardware
- I was surprised by the huge number of visitors to the Tokyo Game Show. I think it is a very good experience and opportunity to participate in such a global event. I was impressed to participate every year if possible.
- It was an amazing experience, we joined a local gaming expo before, but those expos were nothing compared to TGS. But in the Indie Area, it was just like any other gaming event but the support, services, love, help we have gathered was absolutely amazing, 10/10.

2024 Indie game project  
The results report can be found here.



# Indie Game Project Sponsorship Plan

**Application Closing  
March 31, 2025 (Monday)**

**Application deadline for optional menu items: Friday, May 30, 2025**

Contact: Nikkei BP Indie Game Office  
[indie@nikkeibp.co.jp](mailto:indie@nikkeibp.co.jp)

# Options Menu

## Indie Game Planning Option Menu

For all exhibitors

Exhibitors only

### Indie Meetup Area

Use of business meeting  
space  
(Place of installation)  
Hole 9-11 Esplanade

For Indie Game Area Exhibitors

Exhibitors only

### Indie Guidebook in TGS2025 (tentative)

Booklet Ads

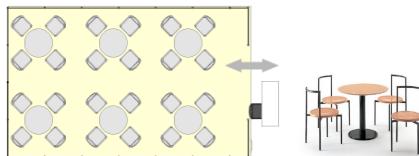
Available for 4 days

## Indie Meetup Area

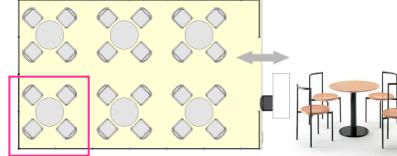
Use of (business meeting space) to be set up in the **SELECTED INDIE 80 Area**

### Business meeting tables in the "Indie Meetup Area" are available.

Business meeting table at "Indie Meetup Area (Shared use)



Business meeting table at "Indie Meetup Area (Exclusive use)



\*Tables can be reserved through the Business Matching System.

\*Interpretation service (Japanese-English-Chinese) is available.

\*The number and arrangement of tables will be subject to change depending on the layout of the exhibition booths.

Target: Exhibitors in the Indie Game Area

Application deadline: May 30th, 2025

**Business meeting table (for shared use):****JPY 440,000 (including tax)****Business meeting table (for exclusive use):****JPY 770,000 (including tax)**

Space is limited and will be allocated on a first-come, first-served basis.

All exhibitors can apply

## SELECTED INDIE 80 + SOWN2025" booklet ad



### Indie Guidebook in TGS2025

Indie Guidebook in TGS2025 (tentative)" (Japanese version),  
a booklet dedicated to support the entire Indie Game Area.

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Target: All Exhibitors

Application deadline: July 25th, 2025

### Listing Space and Fees

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