

# TOKYO GAME SHOW 2025

## Announcement of exclusive benefits for CESA members

TGS2025 offers several exclusive benefits for CESA members.  
We hope that you will consider exhibiting at the show.



## Real Exhibitors: Discounted Exhibit Fee Prices

Target Corner

General Exhibition  
Smart Phone Game Corner  
Gaming Hardware Corner  
Gaming Lifestyle Corner  
AR/VR Corner  
eSports Corner  
Indie Game Corner  
All Accessibility Corner  
Game Academy Corner  
Business Solution Corner  
AI Technology Pavilion  
Family Game Park

booth or stall  
in front of a  
home  
1 booth

CESA Non-member  
General Fee

385,000 yen

CESA Member Fee

301,000 yen (tax incl.)

turnkey  
booth  
1 booth

CESA Non-member  
General Fee

275,000 yen

CESA Member Fee

220,000 yen (tax incl.)

Product Sales Corner

booth or stall in  
front of a home  
1 booth

CESA Non-member  
General Fee

440,000 yen

CESA Member Rates

352,000 yen (tax incl.)

Business Meeting Area

booth or stall in  
front of a home  
1 booth

CESA Non-member  
General Fee

539,000 yen

CESA Member Fee

429,000 yen (tax incl.)

\*In case of other real exhibitors, non-member 390,000 yen → member 290,000 yen

## Online Exhibitors: Discounted Exhibit Fee Prices

CESA Non-member  
General Fee

275,000 yen

CESA Member Rates

220,000 yen (tax incl.)

## Event Stage + Official Programs Set Use: Discounted Exhibitor Fee

New

official  
program  
linkedCESA Non-member  
General Fee

4.125 million yen



CESA Member Fee

3.41 million yen (tax incl.)

Priority will be given when  
selecting slots for use.

Usage slots that include the event  
stage and delivery to the official  
program (60 minutes per slot)

New

package  
Stage  
linkedCESA Non-member  
General Fee

1,155,000 yen



CESA Member Rates

990,000 yen (tax incl.)

New titles can be introduced, etc.  
Stage usage slots (15 minutes per slot)  
The secretariat will assist in the production.

## Event Stage: Discounted Exhibitor Fee

stage  
onlyCESA Non-member  
General Fee

1.65 million yen



CESA Member Rates

1.43 million yen (tax incl.)

Stage-only slots (60 minutes per slot)  
\*In principle, priority in selection will be  
given to "official program linkage.

New

public  
viewing  
stageCESA Non-member  
General Fee

825,000 yen



CESA Member Rates

715,000 yen (tax incl.)

Stages and programs produced by each  
exhibitor will be televised as is.  
(60 minutes per slot)

## Official Programs: Discounted Distribution Pricing

Exhibitors' program slots (official exhibitors' programs) within the official program (50 minutes per slot) \*Official slots are 60 minutes per slot  
\*Two slots can be connected to make one 110-minute slot (participation fee will be 2 x the amount per slot).

**General slot**  
10:00-17:00

CESA Non-member  
General Fee

**2.75** million yen



**CESA Member Fee**

**2.2** million yen (tax incl.)

In addition to the first round of applications (60 minutes per slot), additional slots (50 minutes per slot) will be offered in the second round of applications.

**Golden time slot**  
18:00~24:00

CESA Non-member  
General Fee

**3.85** million yen



**CESA Member Rates**

**3.3** million yen (tax incl.)

**New**

**early-morning /  
late-night slot**  
0:00-9:00

CESA Non-member  
General Fee

**660**,000 yen



**CESA Member Rates**

**550**,000 yen (tax incl.)

**New**

**Advance delivery Slot**  
24th 18:00  
~24th 24:00

CESA Non-member  
General Fee

**3.85** million yen



**CESA Member Rates**

**3.3** million yen (tax incl.)

**Special Offer 3**

**Discounts for first-time exhibitors are available only for real exhibitors (Makuhari Messe).**

No real participation in the Tokyo Game Show by 2024,

**A 10% discount** will be offered **on the regular exhibition fee.**

\*First-time exhibitor discounts are not applicable to exhibitors exhibiting under a new name due to a change of company name (including those resulting from absorption, merger, etc.).

Please contact us for other applicable conditions.

**Special Offer 4**

**Preferential treatment in the order of preference in the selection of program slots and booth locations**

When selecting booth locations for program slots for [Real Exhibit (Makuhari Messe)] and [Official Exhibitor Program],

If there is more than one company with the same requirements, priority will be given to CESA members.

**Special Offer 5**

**More exhibitor badges and tickets will be distributed.**

The number of "Exhibitor Badges" and "Business Day Tickets/General Public Day Tickets" distributed free of charge will be increased.



For inquiries about CESA membership or to apply for membership, please contact

Please contact us at **admission@cesa.or.jp**