

TOKYO GAME SHOW 2025

Family Game Park Sponsorship Guide

Ver.03
June 2, 2025

What is Family Game Park?

Only children and accompanying guardians can enter.
Branding possible through various contents that parents and children can enjoy together.



Family Game Park Visitor Numbers
September 28 (Sat) 4,818 people
September 29 (Sun) 7,112 people
Total 11,930 people

Event Overview

Name	TOKYO GAME SHOW 2025 Family Game Park
Organizer	Computer Entertainment Supplier's Association (CESA)
Co-organizers	Nikkei Business Publications Inc. / Sony Music Solutions Inc.
Support	Ministry of Economy, Trade and Industry (tentative)
Period	September 25, 2025 (Thu) Organizer Setup ▶ September 26, 2025 (Fri) Exhibitor Preparation Day September 27, 2025 (Sat) Public Day 09:30-17:00 * Final Admission 16:00 September 28, 2025 (Sun) Public Day 09:30-16:30 * Final Admission 15:30 *Early opening will not be implemented at the Family Game Park.
Venue	Makuhari Messe Event Hall
Target	Limited to junior high school students and younger children with accompanying guardians
Admission	Free
Content	Play Zone / Learning Zone / Stage / Food Corner / Capsule Toys / Greeting Area / Stamp Rally etc.
Number of Exhibitors	TBD
Secretariat	Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat

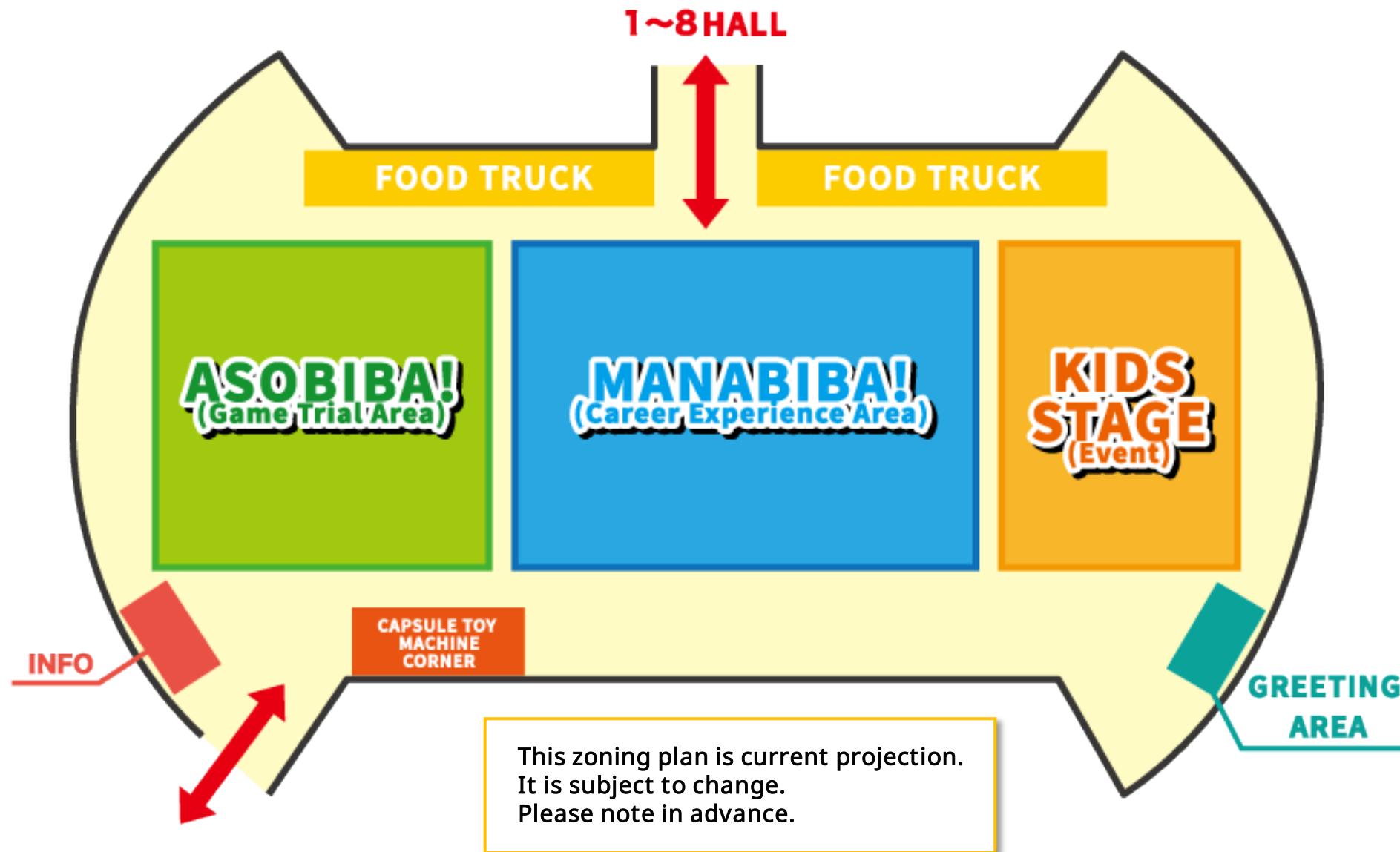
Access



Venue: Makuhari Messe
2-1 Nakase, Mihamaku, Chiba-shi, Chiba 261-0023

About 12 minutes walk from JR Keiyo Line
“Kaihin-Makuhari Station”

Venue Zoning Plan





Game Area

The Play Zone is a game trial corner exclusively for elementary and junior high school students. Visitors can try new titles including those exhibited in the exhibition hall, and families can enjoy games in a relaxed atmosphere.

Last Year's Exhibitors

In 2024, 17 titles exhibited in the game experience area.



Only game-related manufacturers can exhibit in the Play Zone.
*Trial titles limited to "CERO B".



Career Experience

The Learning Zone is a career experience area where game development work can be easily experienced using dedicated kits.

We will prepare many programs where parents and children can learn about the latest technology in a fun way. Experience programs using sponsor companies' products and services can be implemented.

“Game Development Job Introduction” Exhibition

“How are games made?” “What kinds of jobs are there in game development?”
A corner where children can learn through simple quizzes along with panel displays explaining these topics.



Programming Experience/Sound Creator Experience (Tentative)

Implementing programming experiences using cube-type robot toys and sound creator experiences. Difficulty adjusted for elementary and junior high school students with “Beginner” and “Intermediate” levels.

MR Technology/Designer Experience (Tentative)

Pictures drawn by visitors appear as AR video in the background through installed high-resolution displays.

Implementing art creation to video experience flow using MR technology with Sociable Cart (SC-1).



This zone is available for sponsorship exhibition by non-game related companies as well. Please consult about content.

Kids Stage



Kids Stage

This is a stage within Family Game Park offering a flat space easily accessible for young children. We will prepare various programs for parents and children to enjoy together. Please utilize this for your company's promotions as well.

Stage Program Projection

- Family Game Park Information
- Mascot Character Stage Show
- Sponsor Stage

**30 minutes/1 slot projected
(about 6 stages per day
projected)**



Sponsorship Plans

Family Game Park Sponsorship Plans

We have prepared three plans: “All Area Sponsorship” for branding throughout the park, “ASOVIVA! Sponsorship” for game-related companies, and “MANAVIVA! Sponsorship” centered on career experience booths.

Sponsorship Categories		All Area Sponsorship	ASOVIVA! Sponsorship	MANAVIVA! Sponsorship
	Fee (Tax included)	ASK	1,100,000 yen	1,100,000 yen
Logo Display & Information Posting	1 Official Website TOP Page	●	●	●
	2 Venue Distribution Booklet	●	●	●
	3 Park Staff T-shirts	●	●	●
Exhibition	4 ASOVIVA! (Game Trial) Booth Slot	●	●	
	5 MANAVIVA! (Career Experience) Booth Slot	●		●
Stage	6 Independent Booth Slot	●		
	7 Kids Stage Slot	●	●	●
Sampling	8 Sampling	●	●	●
	9 Placement/Venue Decoration	●		
Venue Branding	10 Rest Area	●		
	11 Collaboration Food	●		

*For All Area Sponsorship requests, we will create individual plans for venue placement and decoration.

*If you have a desired implementation not listed in this sponsorship guide, we can flexibly plan and accommodate your requests, so please contact us.

Sponsorship Benefits: Logo Display & Information Posting

1 FGP Official Website

Sponsorship notation on Family Game Park official website TOP planned for early July release.



All Area Sponsorship:

"Family Game Park supported by XXX" notation

Asoviva Sponsorship: Manaviva Sponsorship:

Sponsor logo display on website

|Display Period

From site launch ~ (end date undetermined)

|Display Location See above
|Guarantee Type Period guarantee

|Display Order
All Area Sponsorship limited to 1 company
Play/Learn zone in syllabary order

2 Venue Distribution Booklet

Sponsorship notation in booklet planned for venue distribution.



*Booklet Image (2024 version)

All Area Sponsorship:

"Family Game Park supported by XXX" notation

Asoviva Sponsorship: Manaviva Sponsorship:

Sponsor logo display in distribution booklet

|Display Period

During event period (9/27-28)

|Display Location FGP venue
|Guarantee Type Event period display
|Display Order

All Area Sponsorship limited to 1 company
Play/Learn zone in syllabary order

3 FGP Staff T-shirts

Sponsorship notation on T-shirts worn by Family Game Park staff.



All Area Sponsorship:

"Family Game Park supported by XXX"

Asoviva Sponsorship: Manaviva Sponsorship:

Sponsor logo display on T-shirt

|Display Period

During event period (9/27-28)

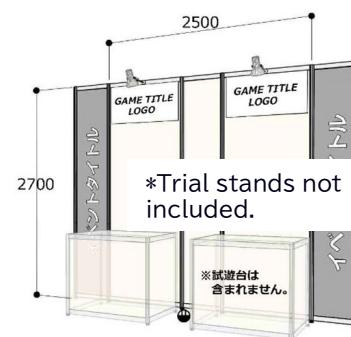
|Display Location FGP venue
|Guarantee Type Event period display
|Display Order

All Area Sponsorship limited to 1 company
Play/Learn zone in syllabary order

Sponsorship Benefits: Exhibition

4 ASOVIVA! Booth Slot

ASOVIVA! We will provide 1 slot
(Game Trial Experience).



*Booth Image

|Exhibition Period During event period (9/27-28)
|Exhibition Location FGP venue Play Zone
|Exhibition Slots 1 slot

*Monitor, trial stand, support staff (1 person, 2 days) also provided.
*1 booth space: 2.5m × 2.5m depth (equivalent to 2 trial stands)
*For booth details, please refer to the Exhibitor Guide.

5 MANAVIVA! Program Slot

MANAVIVA! We will provide 1 experience program slot (Career Experience).



|Exhibition Period During event period (9/27-28)
|Exhibition Location FGP venue Learning Zone
|Exhibition Slots 1 program
*About 15 people per experience projected
*27th (Sat) 9:30-17:00 / 28th (Sun) 9:30-16:30
Your company's program implementation in Learning Zone (number of times negotiable)
*Only space will be provided.*Please refer to the Exhibitor Guide for booth details.
*Please refer to the Exhibitor Guide for booth details.

6 Independent Booth Slot

We will provide space for booth development, exhibitions etc. within Family Game Park.



*Booth Image

|Period During event period (9/27-28)
|Location Within FGP venue
|Space 2m × 2m projected

*Booth exhibition content subject to prior review.

7 Kids Stage Slot

We will provide program slots at Kids Stage to sponsor companies.



*Stage Image

① 10:00~10:30	30 minutes
Transition	
② 11:00~11:30	30 minutes
Transition	
③ 12:00~12:30	30 minutes
Transition	
④ 13:30~14:00	30 minutes
Transition	
⑤ 14:30~15:00	30 minutes
Transition	
⑥ 15:30~16:00	30 minutes

*Candidate Stage Slot Image

|Event Date/Time: 1 slot (30 minutes) on either 9/27 or 28

|Exhibition Location: FGP venue Kids Stage

|Provided Slots: 1 slot

*Stage implementation content is subject to prior organizer review.

*A large monitor, lighting (fixed), and wireless handheld microphone will be provided as basic equipment.

*If additional equipment is required, in principle we will arrange it for a separate fee.

*You may bring your own equipment, but we will confirm the specifications with you in advance.

*Please arrange for operation staff for the equipment you bring with you.

8 Venue Sampling

Sampling will be implemented by including items with “Job BOOK” distributed at FGP entrance.



Your company's products
Novelty items
Leaflets
etc. included

|Distribution Period: During event period (9/27-28)

|Distribution Location: Projected at FGP entrance

|Distribution Format: Projected to distribute bag containing booklet and products at entrance

*Sampling content subject to prior organizer review.

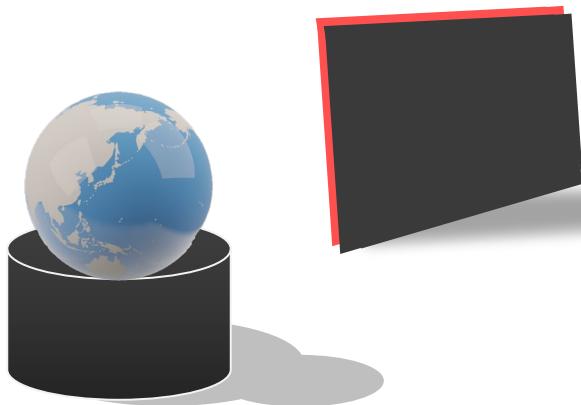
*For printed materials, A5-A4 size

*If cannot be included with booklet, distribution method will be discussed.

Sponsorship Benefits: All Area Sponsor Optional Plans

9 Placement/Venue Decoration

Installation of objects/monuments/photo spots etc. in venue.

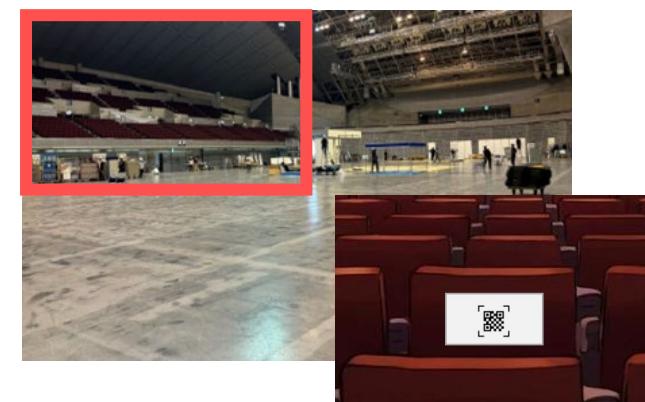


|Display Period: During event period (9/27-28)
|Display Location: Within FGP venue
|Display Slots: Negotiable

*Display content is subject to prior organizer review.

10 Rest Area Utilization

Development plan for rest area (spectator seats) in Event Hall.



*Example) Installing panels with company name/logo and QR code on seat backs etc.

|Display Period: During event period (9/27-28)
|Display Location: FGP venue spectator seat area
|Display Slots: Negotiable

*Display content is subject to prior organizer review.

11 Collaboration Food

Implementation of collaboration food projects with FGP food vendors.



|Period During event period (9/27-28)
|Location: Within FGP venue food area
|Implementation Quantity: 1 exhibitor (1 food item)

*Content is subject to prior review.

Application & Schedule

Application

Family Game Park Sponsorship Menu Application Site



This document contains the basic sponsorship menu.

If you have any requests such as “Can we do this?” or “Can we customize the advertising menu?”

we can flexibly create and plan menus,
so please contact us through the inquiry form below.

Final Deadline | Aug 8, 2025 (Friday)

Inquiries

Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat

Family Game Park Menu Inquiry e-mail

tgs-fgp@sms-office.jp

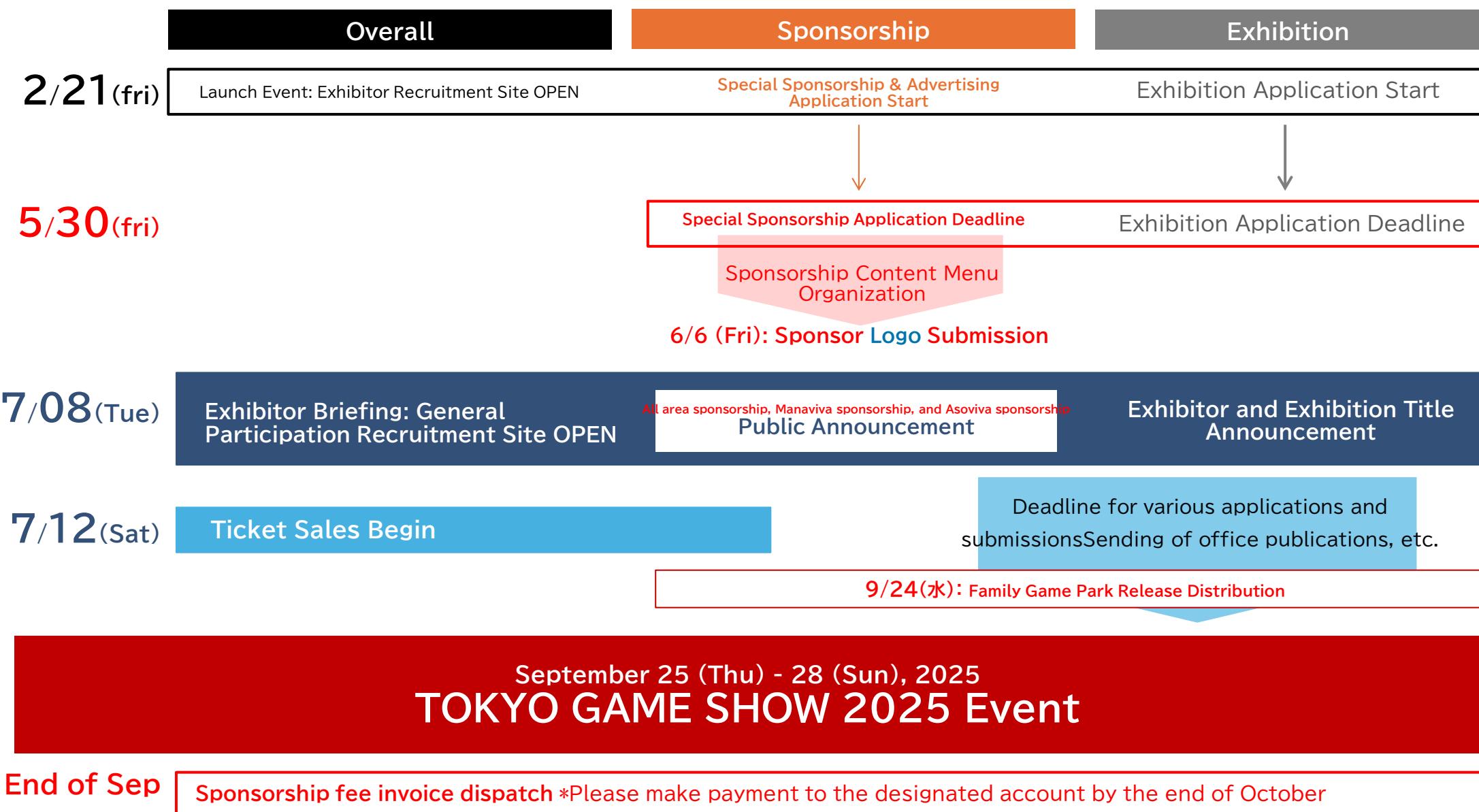
*We will contact you within 3 business days of receiving your inquiry.

Please note that depending on the nature of your inquiry, the response may take additional time.

*If you have not received an email from our secretariat, please configure your settings to accept emails from **tgs-fgp@sms-office.jp**

and contact us again.

Schedule *For a detailed schedule, please refer to the Exhibit Manual to be distributed on July 8.



Submission Method

For sponsor company logos and various sponsorship menu data submissions, please access via the application site (URL below) and upload data.

<https://tgs-system.com/>

*If there are any issues with the data, the secretariat will contact you.

*For consultation about submission formats, please inquire via form to the SMS secretariat.

Color Proofs

Color proof submission is limited to "once."

*Additional color proofs will be charged per submission if desired.

*Color proofs and additional color proofs may not be possible depending on submission date. Please note in advance.

Color proofs will be sent as a **set of two: "Overall reduction*1" and "Full-size proof*2" using actual materials.**

*Additional color proofs will be charged per submission if desired.

*Color proofs and additional color proofs may not be possible depending on submission date. Please note in advance.

*If there is a specified range of areas for the equal-size reprints, please also submit materials clearly indicating the specified areas.

*1: Only for sponsorship menus other than Guide Map. Guide Map will be "Full-size proof."

*2: For sponsorship menus over 1m, will be "Partial full-size proof."

Printed Material Submission

- Design submission data must be complete data. (Secretariat cannot modify/edit)
- If submitting Illustrator or Photoshop data, please create in Ver.CC2020 or later.
- When submitting print advertisement data, please submit with "Divided Appearances." Effects may not be reflected correctly when data is rotated during pagination.
- Please create data with crop marks according to each size.
(For large sizes, creating at 1/10 scale is acceptable.)
- Please outline all text.
- Please create data resolution at actual usage size.
[Guide Map] 300-350dpi
[Other than Guide Map] 200dpi
- When submitting, please include PDF of finished size along with submission data.
- When submitting in Illustrator, please do not embed images but include link files with submission.
- Specifications differ depending on sponsorship menu.
When there is a submission data format, please create according to the format.

Web Banner Submission

- Submission data formats are limited to (gif, jpg, png)
- Submission data size limit is 150KB, please create at 75dpi resolution at actual usage size
- There are basically no design restrictions, but please provide data that follows sponsorship terms content.
- Each Web banner will be displayed in a way that indicates it is "PR."
- Data cannot be replaced after Web banner posting except for typographical errors.
- Web banner publication will basically be released simultaneously on the release date set by TOKYO GAME SHOW 2025.

However, we will handle accordingly for pre-information release items and late submissions.

*In such cases, we cannot accommodate specific time designations for advertisement publication.

- Please remember to input the link destination along with submission data.
- The web banner impression count and click count will be reported after the event period.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

Businesses and organizations wishing to sponsor or place advertisements shall apply for exhibition sponsorship/advertising based on the following "TOKYO GAME SHOW 2025 Sponsorship and Advertising Terms" (hereinafter referred to as "these Terms"). Unless otherwise specified, these Terms shall apply commonly to "Special Sponsorship Guide," "Official Program Guide," "Event Stage Guide," "Creator Lounge Sponsorship Guide," "Family Game Park Sponsorship Guide," "Online Advertising Guide," "Guide Map Advertising Guide," "Cosplay Area Sponsorship Guide," "Food Court Sponsorship Guide," and various regulations, guidelines, and instructions separately specified by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer") and Nikkei Business Publications Inc./Sony Music Solutions Inc. (hereinafter collectively referred to as "Co-organizers").

After receiving and reviewing this sponsorship/advertising application, the secretariat (defined below as "Secretariat") will send a "Sponsorship/Advertising Application Acceptance Notice." The sponsor/advertiser agrees that this completes the exhibition Sponsorship/Advertising Contract.

■ Secretariat

In these Terms, "Secretariat" refers to the operational administrative office of "TOKYO GAME SHOW 2025" (hereinafter referred to as "the Exhibition") organized by the Exhibition's organizer and co-organizers.

■ Sponsorship/Advertising Guidelines

In these Terms, "Sponsorship/Advertising Guidelines" refers to the proposal documents separately specified, including "Special Sponsorship Guide," "Official Program Guide," "Event Stage Guide," "Creator Lounge Sponsorship Guide," "Family Game Park Sponsorship Guide," "Online Advertising Guide," "Guide Map Advertising Guide," "Cosplay Area Sponsorship Guide," and "Food Court Sponsorship Guide."

■ Sponsorship/Advertising Content

Details of sponsorship/advertising menus (events, streaming content, etc.) and types of sponsorship (Platinum, Gold, Silver, Bronze, etc.) shall be specified separately in the Sponsorship/Advertising Guidelines.

Sponsors/advertisers shall, in principle, provide monetary sponsorship/advertising. However, sponsorship/advertising through the provision of goods or services may be permitted only when approved by the Organizer.

The method and scope of exposure for products, services, logos, etc. provided by sponsors/advertisers and sponsorship/advertising benefits (advertising slots, event presentations, streaming introductions, etc.) shall be specified separately in the Sponsorship/Advertising Guidelines.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Compliance with Terms

Businesses and organizations that have entered into contracts with the Secretariat under these Terms (hereinafter referred to as "Sponsors/Advertisers") shall comply with all regulations stated in these Terms and all regulations, guidelines, policies, and instructions presented by the Secretariat. If the Sponsor/Advertiser violates these Terms or if the Organizer or Secretariat determines that there has been nuisance to third parties or acts contrary to public order and morals, the Organizer and Secretariat may refuse the sponsorship/advertising application, terminate the contract, or order the suspension or modification of content exhibition/posting/streaming, and the Sponsor/Advertiser shall agree to this.

In such cases, the Organizer and Secretariat shall not refund any sponsorship/advertising fees and expenses paid in advance by the Sponsor/Advertiser, nor compensate for any damages incurred by the Sponsor/Advertiser or related parties due to contract termination or content exhibition/posting/streaming suspension/modification, and if the Organizer or Secretariat suffers damages, the Sponsor/Advertiser shall compensate the full amount.

■Sponsorship/Advertising Eligibility

Sponsors/Advertisers are not limited to game-related companies. However, sponsorship/advertising by corporations engaged in businesses that are contrary to public order and morals (e.g., adult entertainment, gambling-related industries, etc.) or other businesses deemed inappropriate by the Organizer will not be permitted. In addition, the Organizer reserves the right to refuse sponsorship/advertising from companies that do not align with the exhibition's brand image.

■Warranty

The Sponsor/Advertiser warrants to the Organizer that the products and services it provides do not infringe upon third-party rights and do not violate laws or public order and morals. If any third-party claims arise regarding legal violations, rights infringement, or other claims concerning the Organizer's implementation of sponsorship menus, the Sponsor/Advertiser shall resolve such claims at their own expense and responsibility.

■Formation of Contract

After receiving and reviewing a sponsorship/advertising application from a business or organization wishing to sponsor the exhibition, the Secretariat will send a Sponsorship/Advertising Application Acceptance Notice, which shall complete the exhibition Sponsorship/Advertising Contract between the Secretariat and the Sponsor/Advertiser.

■Prohibition of Subletting

Sponsors/Advertisers may not transfer or lease their contractual position and rights arising from these Terms to third parties without prior written permission from the Secretariat.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Sponsorship Application and Payment Deadline

①The date of completion of the exhibition Sponsorship/Advertising Contract shall be the Sponsorship/Advertising Contract Date.
②After the Sponsorship/Advertising Contract Date, the Secretariat will issue an invoice to the Sponsor/Advertiser, and the Sponsor/Advertiser shall transfer the sponsorship/advertising fee to the bank account designated by the Secretariat by the payment date stated on the invoice. The transfer fee shall be borne by the Sponsor/Advertiser. If payment is not confirmed by the payment date, the Secretariat may terminate the contract related to this exhibition.

■Cancellation of Sponsorship Application

①If the Sponsor/Advertiser cancels all or part of the sponsorship/advertising contract after the Sponsorship/Advertising Contract Date, it must notify the Secretariat in writing.
②The cancellation fee (excluding consumption tax) due to cancellation by Sponsors/Advertisers shall be as follows, and the Sponsor/Advertiser shall pay the cancellation fee within 30 days after receiving the cancellation fee invoice from the Secretariat.

(Special Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Official Program)

- Individual cancellation fee provisions to be specified

(Event Stage)

- Individual cancellation fee provisions to be specified

(Creator Lounge)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Family Game Park Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Online Advertising)

- Cancellation after advertising decision: 100% of advertising fee

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

(Guide Map Advertising)

- Cancellation after advertising decision: 100% of advertising fee

(Cosplay Area Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Food Court Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

■ Liability for Damages

① The Organizer and Secretariat shall not be liable for any failure or damage caused by Sponsors/Advertisers (including employees and related parties such as contractors) in connection with the implementation of sponsorship/advertising menus at this exhibition, regardless of the reason.

② Rights clearance for content exhibited/posted online/streamed at this exhibition shall be handled at the Sponsor/Advertiser's expense and responsibility. In addition, the Organizer and Secretariat shall not be liable for compensation for accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure events.

③ Sponsors/Advertisers shall immediately compensate for any damage to the exhibition's buildings or facilities caused by the negligence of their employees or related parties.

④ The Organizer and Secretariat shall not be responsible for any typographical errors or omissions that may accidentally occur in the TGS Official Website or other promotional materials for this exhibition.

⑤ In the event of outbreak/spread of various virus infections, national, local public bodies, designated public institutions, or designated local public institutions may request cancellation, postponement, or content modification of all or part of this exhibition based on emergency measures under the Act on Special Measures for Pandemic Influenza and New Infectious Diseases Preparedness and Response [Act No. 31 of May 11, 2012]. Under this law, or based on the Organizer and Secretariat's independent judgment, the Organizer and Secretariat will not refund sponsorship/advertising fees already received in the event of cancellation, postponement, or modification of this exhibition.

Depending on circumstances, the Organizer and Secretariat may make decisions different from those specified in this paragraph at their sole discretion.

⑥ The Organizer and Secretariat may publish expected attendance numbers for this exhibition, but Sponsors/Advertisers agree that these are merely predictions and do not guarantee these numbers, including changes due to circumstances described in ⑤ above.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Statistical Information

The Organizer and Secretariat may acquire and use access information (including but not limited to IP addresses) of visitors who accessed exhibitors' online exhibition sites and management areas through this exhibition. However, such acquisition does not mean that the Organizer and Secretariat will provide such access information to exhibitors.

■Exhibition Postponement, Modification, or Cancellation

If the Secretariat postpones, changes the period, or cancels this exhibition due to reasons attributable to the Secretariat, the Secretariat shall refund Sponsors/Advertisers a pro-rated amount calculated based on the remaining days of the event. The Secretariat's liability to Sponsors/Advertisers under this article shall be limited to the refund of such pro-rated amount.

■Force Majeure

The Organizer and Secretariat may postpone, change the period, or cancel this exhibition if it becomes difficult or impossible to hold the exhibition due to a force majeure event as defined in the following items, or if the Organizer and Secretariat determine that such force majeure event may occur. However, in such cases, the Secretariat will not refund sponsorship/advertising fees already received from Sponsors/Advertisers and will demand full payment of unpaid sponsorship/advertising fees.

Furthermore, even if Sponsors/Advertisers suffer damages due to postponement, period change, or cancellation of this exhibition based on the above reasons, the Organizer and Secretariat shall not be liable to Sponsors/Advertisers.

- (1) When emergency inspection of computer systems related to this exhibition is required
- (2) When computers, communication lines, etc. stop due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms and rain, tsunamis, floods, landslides, lightning, explosions, fires, etc.)
- (4) Social disruption (including war, terrorism, hostile acts, civil war, riots, civil disturbances, etc.)
- (5) Acts of public authority (including enactment/revision of laws and regulations, government intervention, administrative orders, trade prohibitions, etc.)
- (6) Spread of infectious diseases/contagious diseases (including various bacteria, various viruses, etc.)
- (7) Shortage of materials/resources (including stoppage of electricity/gas/water supply, oil shortage, shortage of raw materials/materials, etc.)
- (8) Labor disputes (including strikes, sabotage, lockouts, etc.)
- (9) Default of important business partners (including bankruptcy/collapse of operating companies, etc.)
- (10) Other events not attributable to the Organizer or Secretariat

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

[Personal Information Protection Initiatives]

Sony Music Solutions Inc. will acquire and use personal information based on the following privacy policy.

Sony Music Solutions Inc. Privacy Policy URL:

https://www.sonymicsolutions.co.jp/s/sms/page/company_privacy?ima=5632

Furthermore, Sponsors/Advertisers shall apply for sponsorship/advertising under these Terms after agreeing to jointly use personal information acquired by Sony Music Solutions Inc. as follows:

1. Items of personal data to be jointly used

Personal information items acquired based on Sony Music Solutions Inc.'s privacy policy

2. Range of joint users

Computer Entertainment Supplier's Association
Nikkei Business Publications Inc.

3. Purpose of use by users

Purpose of use of personal information acquired based on Sony Music Solutions Inc.'s privacy policy

4. Entity responsible for management of personal data

[Sony Music Solutions Inc.](#)

9-7-1 Akasaka, Minato-ku, Tokyo 107-6214

These Terms and Conditions are a reference translation of the Japanese version of the Terms and Conditions.

In the event of any discrepancy or inconsistency between the Japanese version of the Terms and Conditions and this Agreement, the Japanese version shall prevail.