

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.



Special Offer 1

Special rates for CESA members are available for the main exhibition plans**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.)
	Online Exhibitors: Discounted Exhibit Fee Prices		CESA Non-member General Fee 275,000 yen	CESA Member Rates 220,000 yen (tax incl.)

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

Special Offer 1

Special rates for CESA members are available for the main exhibition plans

Event Stage + Official Programs Set Use: Discounted Exhibitor Fee

New**official
program
linked**CESA 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
linked**CESA 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
only**CESA 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
stage**CESA 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)

Special Offer 2

Special rates for CESA members are available for the main exhibition plans

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