

TOKYO
GAME
SHOW
2025

Sponsorship for Supporting Trade Visitors Working in Game Industry

Call For

Exclusive Sponsorship Scheme *

Nikkei BP TOKYO GAME SHOW Management Office

~PROLOGUE~

Business Days of TOKYO GAME SHOW (TGS) attracts game industry professional visitors from Japan and around the world in looking for new business opportunities. In 2024, TGS had visitors from 78 countries and regions.

TGS has prepared a sponsorship plan to support businesspersons visiting TGS. This sponsorship aim to support our idea to provide not only promotion but also Japanese hospitality to game business people from all over the world and to business people who are newly entering the game industry.



| Sponsorship Fee and Contents

JPY 5,500,000.- (tax inclusive)

O Sponsorship Announcement

*Planning details will be discussed upon consultation with sponsored company.

*Upon sponsorship qualification, the content will be determined in consultation with the TGS Management Office.

O Table Sticker ads at Business Lounge(80 ads planned)

O Wi-Fi Sponsor at Business Meeting Area & Business Lounge

*Any word setting of the password is possible.

O Advertisement (4C1P) in a booklet for visitors to the Business Day

Currently in the process of content adjustment.

O Basic Table Space (1 Table)

Table Sticker Ad

[Advertising Specifications]

- Material: Output Sheet
- Size: W300mm X H300mm
- 40 Business Meeting Table (80 Seats)
- Finish: Data Output
- Location: Foyer at International Conference Hall



※Business Days only (September 25 & 26)

WiFi Sponsorship

[Advertising Specifications]

- Material: Fabric
- Size: W600 X H1600
- Finish: Data Output
- Location: 10 Appropriate Locations at Business Meeting Area

※Business Days only (September 25 & 26)



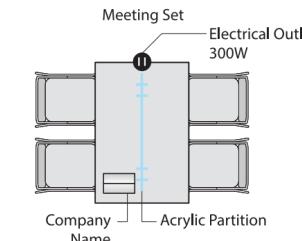
JPY : 1,100,000 per unit

Purchase Unit: 10 Banners / 1 Unit
Offering Unit: 1 Unit

Basic Table Space

★ Items

1 Company Name Plate
Plate Size: W400mm X H150mm (On the table) ※ Logo Usage: JPY 13,200 (tax incl)
2 Electrical Outlet
Two-socket Outlet X 1 (per booth) 100V 300W



| **Closing Date for Application:** Friday, May 23

| **Sponsorship Schedule**

End of May to mid-June: Discussion of campaign details

July 8 (Wed): TGS2025 Exhibitor Briefing

August 18 (Monday): Advertisement Closing

Early July: Press Release (for the Sponsorship) ※Planning

| **Notes for Sponsorship**

If there are multiple applicants, TOKYO GAME SHOW Management Office will pick up the sponsored company (organization).

Upon qualified for sponsorship, NO CANCELLATIONS will be accepted.

The content of the sponsorship will be discussed with TOKYO GAME SHOW Management Office with the aim of improving the satisfaction of exhibitors and visitors to Business Day.

To Apply / To Contact

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