

TOKYO GAME SHOW 2025

「Business Solution Area」

TOKYO GAME SHOW 2025, “Business Solutions Area” will be set up to exhibit BtoB solutions for the game industry. This area, which is becoming increasingly important year by year, is thriving with an increasing number of participating exhibitors and trade visitors. For physical exhibition (Makuhari Messe), we have regular booths that you can choose to exhibit for 2 days on Business Days only or for 4 days during the exhibition period, depending on your exhibition objectives and budget, as well as turnkey booths that you can exhibit for 2 days on Business Days only. We also have online-only exhibition options.

■ Exhibit Categories :

Development Tools/Middleware, Localization Services, Mobile App Marketing Services, Payment Services, Overseas Pavilions, Cloud/Data Centers, Security Solutions, Contract Development, Human Resources Services, etc., Business Service Providers for the game industry, etc.

【TOKYO GAME SHOW 2025 - Outline】

(Period) September 25 (Thu.) ~ 28 (Sun.) ※Business Day: September 25 (Thu.) & 26 (Fri.)

(Venue) Makuhari Messe

(Organizer) Computer Entertainment Supplier's Association (CESA)

(Co-Organizer) Nikkei Business Publications SONY Music Solutions

TGS2024 Results

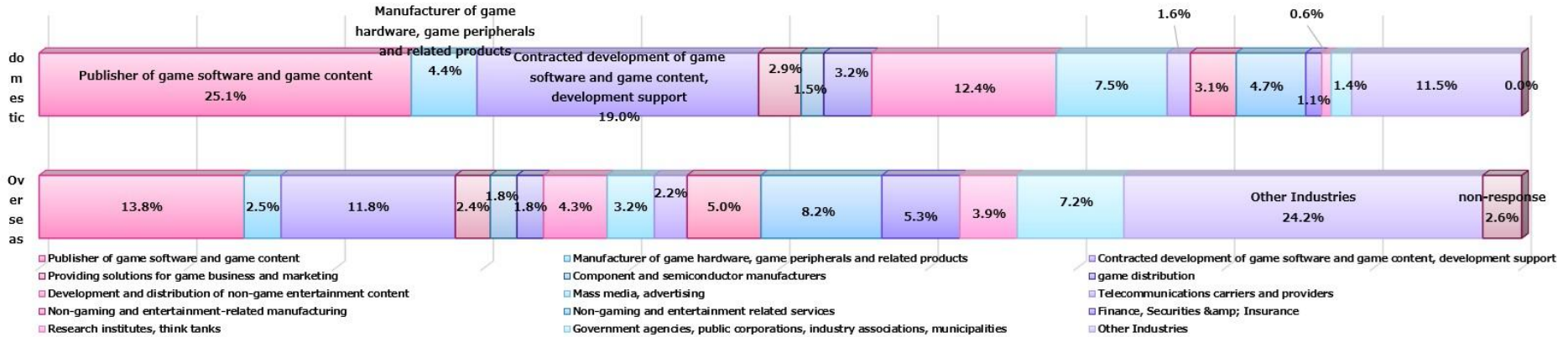
* Total Visitors : 274,739 (2023 : 243,238人)

Business Day	42,031
	45,149
Public Day	97,786
	89,773

On Business Day, approximately 87,000 game industry and trade visitors have visited to TGS2024.

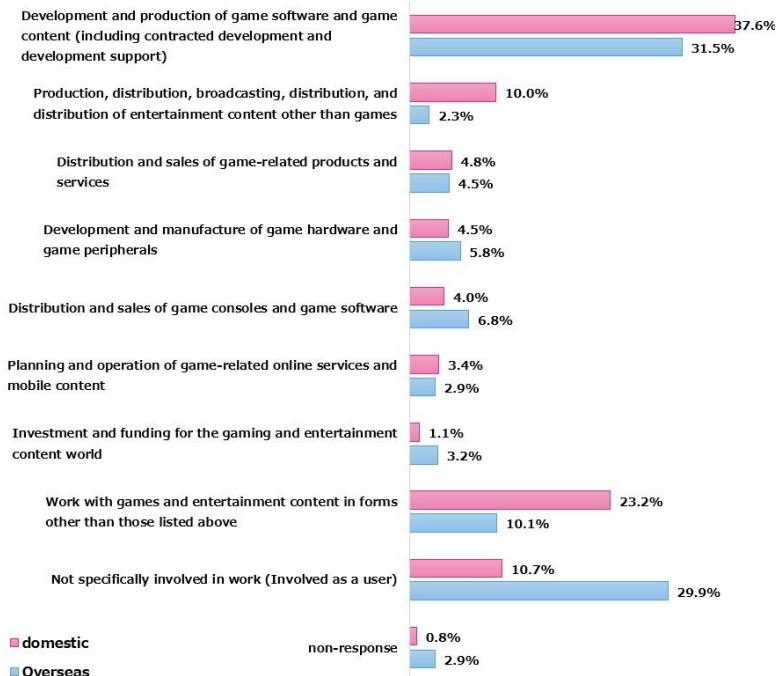
TOKYO GAME SHOW 2025 「Business Solution Area」

Industry



Involvement with Game/Entertainment Content

(Source: TGS2024 Business Day Visitor Survey)



Trade Visitors involved in various entertainment industries, not just the game industry, attended the event.



■ Shell Scheme and Turnkey Booth

4
Days2
Days
(Business Days)

SPACE ONLY (3m X 3m)

JPY 385,000 (tax included)

Turnkey Booth

1 Booth Width: 2m × Depth: 2m | JPY 275,000 tax included

- ※ One exhibitor can apply for up to 3 booths.
- ※ [space only] option is not available.

Items

System Wall

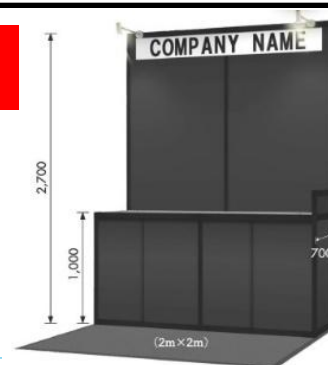
Low Partition & back walls, Color: Black
 ※ The side panel cannot be added.

Punch Carpet

Exhibitor can select a color

Company Name Plate (W1800×H200mm)

- ※ Only one company name plate is provided regardless of the number of booths.
- ※ If you do not use a logo, the company name will be Gothic font in black.
- ※ Logo Usage: JPY 13,200 (tax incl.)

2
Days
(Business Days)

LED Spotlight

15W × 2 Lights (per booth)

Electrical Outlet

Two-socket Outlet × 1 (per booth)
 100V 900W

Electrical Power Supply

100V 1KW (per booth)

Display Table with Storage

W1,980 × D700 × H1,000mm
 Black-color (per booth)

Exhibitor can select a color of carpet from the options below.

Blue

Green

Gray

Red

Online Exhibit JPY 275,000 (tax included)

Exhibitors will be provided with the following benefits.

- Exhibitor names will be posted on the "Exhibitor List" page. In addition, we will link from the exhibitor list page to each exhibitor introduction page.
- The exhibitor introduction page will be available in English and Japanese (information in English and Japanese prepared by each company will be posted).
- One-stop service from the TGS Business Matching System to online business meeting.

Contents & Functions of Exhibitor's Introduction Page (Planned)

- Logo
- Image (Game Play, etc.)
- Text
- Exhibit Category Tags
- Web Linkage
- Video Linkage
- Linkage to Business Matching System
- Linkage to Official Exhibitor's Program (if applicable)

■ Shell Scheme

Shell Scheme・A

2 Days
(Business Days)

4 Days



Rate

JPY 506,000 (tax inclusive)

※The above fee includes space and booth decorations.

※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.

※For details, please refer to the "Guide for Package Booth".

Shell Scheme・B

2 Days
(Business Days)

4 Days



Rate

JPY 522,500 (tax inclusive)

※The above fee includes space and booth decorations.

※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.

※For details, please refer to the "Guide for Package Booth".

Shell Scheme・C

2 Days
(Business Days)

4 Days



Rate

JPY 1,067,000
(tax inclusive)

※The above fee includes space and booth decorations.

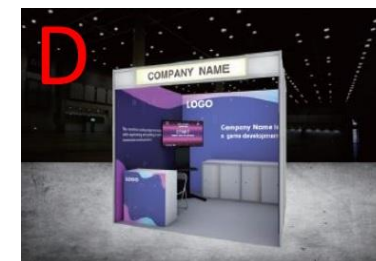
※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.

※For details, please refer to the "Guide for Package Booth".

Shell Scheme・D

2 Days
(Business Days)

4 Days



Rate

JPY 1,463,000
(tax inclusive)

※The above fee includes space and booth decorations.

※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.

※For details, please refer to the "Guide for Package Booth".

TOKYO GAME SHOW 2025 offers small- to med-scale package booth plans for 2 to 6 booth units.

For details, please refer to the “[Guide for Package Booth](#)”.



■ BtoB & Meeting Functions at TGS2025



① Business Matching System

All exhibitors, including Business Meeting Area exhibitors, can use the business matching system with free of charge to make appointments online before the event for business meetings between exhibitors and visitors on Business Days.

② Business Lounge

“Business Lounge” will be set up in the International Conference Hall for use by all exhibitors, including Business Meeting Area exhibitors. Exhibitor's Meeting Tables will be available for free use in the Business Lounge.

TGS2024・Business Matching System Results

Meeting Results

- **Total Accounts** : 8,967 (2023 : 7,786/2022 : 5,679)
- **Meeting Requested** : 41,185 (2023 : 19,123/2022 : 11,862)
- **Meeting Established** : 3,669 (2023 : 2,355/2022 : 1,695)

TGS2024 Business Matching System Participated Countries / Regions

Iceland, Ireland, United Arab Emirates, Algeria, Argentina, Andorra, Israel, Italy, India, Indonesia, Ukraine, Uruguay, United Kingdom, British Virgin Islands, British Cayman Islands, Estonia, Australia, Austria, Netherlands, Holland, Curacao, Ghana, Kazakhstan, Canada, Korea, Cambodia, Cyprus, Greece, Kyrgyzstan, Kuwait, Croatia, Congo, Saudi Arabia, Georgia, Singapore, Switzerland, Sweden, Spain Slovakia, Serbia, Thailand, Taiwan, Czech Republic, China, Tunisia, Chile, Denmark, Germany, Japan, New Zealand, Norway, Pakistan, Bahrain, Hungary, Bangladesh, Philippines, Finland, Brazil, France, Bulgaria, USA, Vietnam, Belgium Poland, Portugal, Hong Kong, Macau, Malaysia, Mexico, Moldova, Morocco, Jordan, Lithuania, Romania, Russia <78 countries/regions *63 countries/regions in 2023>

●Closing Date

- * Space Reservations : May 24 (Fri.)
- * Exhibitor Briefing/Booth Location Selection Meeting : July 8 (Tues.)
- ※The location of the exhibition booth will be decided at the booth location selection meeting, which will be held for each exhibition area.

●To Apply

<https://ems.nikkeibp.co.jp/c/exh/inp/tgs2025en>

●To Contact

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