

# TOKYO GAME SHOW 2025

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# Online Advertising Guide

Ver.03  
June 2, 2025



\*The visitor recruitment site is an information hub packed with all the information that visitors seek about the TOKYO GAME SHOW, including exhibitor details, ticket information, and main visuals.

With the renewal of the TOKYO GAME SHOW visitor recruitment site, the online advertising menu has also been updated.

# Online Advertising Secondary Application

## | Article Tie-up Advertising

Will create a PR contents page on the TGS website.

## | Banner Advertising

- Banner directly below TOP first view
- TOP Video Ad
- News Page Display Banner
- Exhibitors Page Rectangle Banner
- Ticket Page Rectangle Banner

Will place banner ads for the above menu items on the website.

Period

**Aug 18, 2025(Mon)**  
**~Dec 19(Fri)**

Inquiry

For applications and inquiries, please contact at

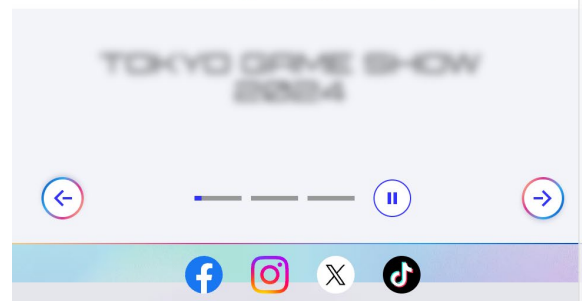
**Sony Music Solutions (SMS)**  
**Tokyo Game Show Secretariat Online**  
**Ad Menu Inquiry Address**  
**tgs-web@sms-office.jp**

The following menu items will be posted from the past.  
Thank you for your understanding in advance.



# Official Website | What is the Visitor Recruitment Site?

Last year's visitor recruitment site



This document outlines the online exhibition and online advertising menus and regulations for the TOKYO GAME SHOW 2025 visitor recruitment site.

Please refer to this document when submitting applications and preparing manuscripts.

## Last Year's Results

Access Results

Page Views

Last Year's Site PV Count

7 million PV

Media Coverage

Number of Publications

Refer to TGS Official Report

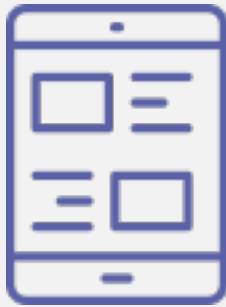
15,091

We have received extensive coverage from various media outlets both domestically and internationally, including TV, magazines, radio, newspapers, and web outlets.

## Content on the Visitor Recruitment Site

Ticket purchases for general visitors, press release publications, exhibitors' exhibit content during the event period, stage initiatives, official supporter announcements, and online digital initiatives, etc. **This site can widely reach the general public and the gaming industry.**

## Article Tie-up Advertising



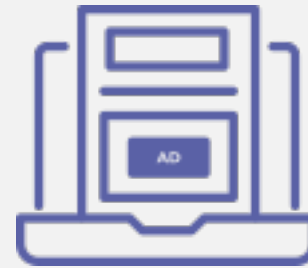
Create a dedicated article page for TGS2025 by creating a one-page PR article

- Create a PR page on the TGS2025 website.
- We can provide the amount of information that conveys the concept, message, and appeal of TGS2025.
- We can also produce tie-up articles from the planning stage.

Online Banner Advertisement Period

## July 4 - December 19, 2025

## Banner Advertising

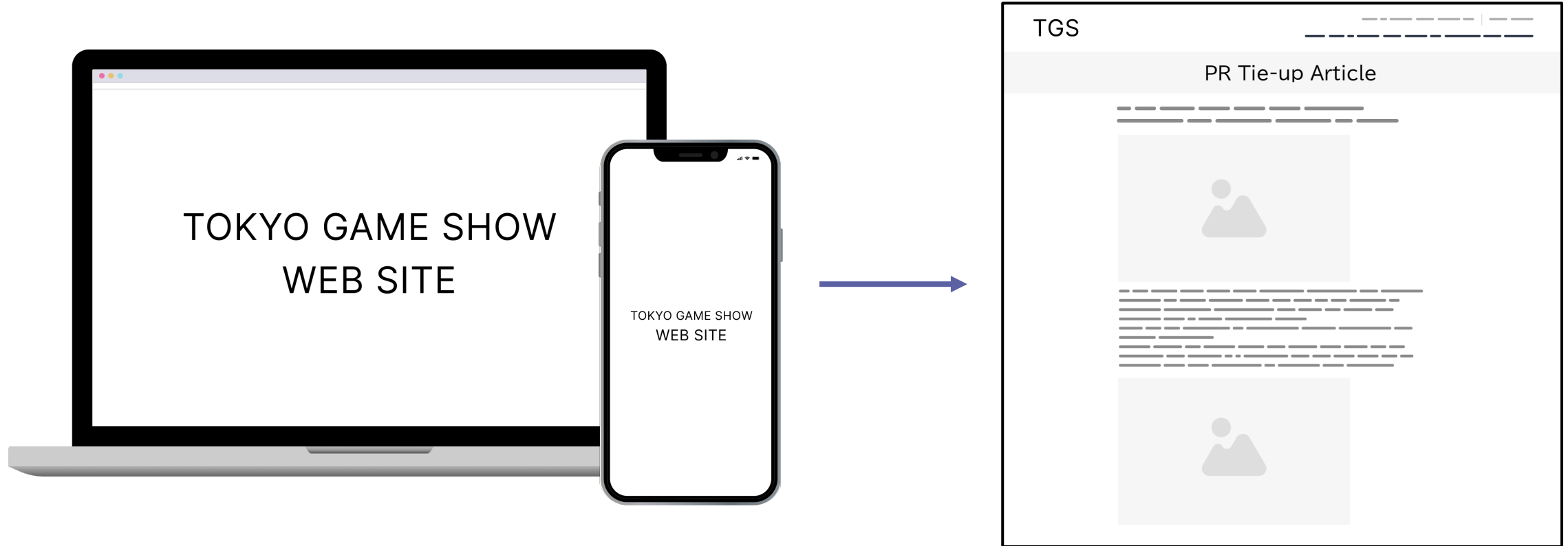


Banner ads on the top of the site and on each page of the site

- Five banner genres to choose from, which can be used in conjunction with multiple services.
- Advertisements can be developed by maximizing the visual effect of images such as logos and visual design.

## Article Tie-up Advertising





## Creation of PR content page within TGS site

We will create a special PR page within the TOKYO GAME SHOW (TGS) official website. Through this page, we will widely communicate information about products and services.

# Article Tie-up Plan Contents

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## Article Tie-up Advertising Plan

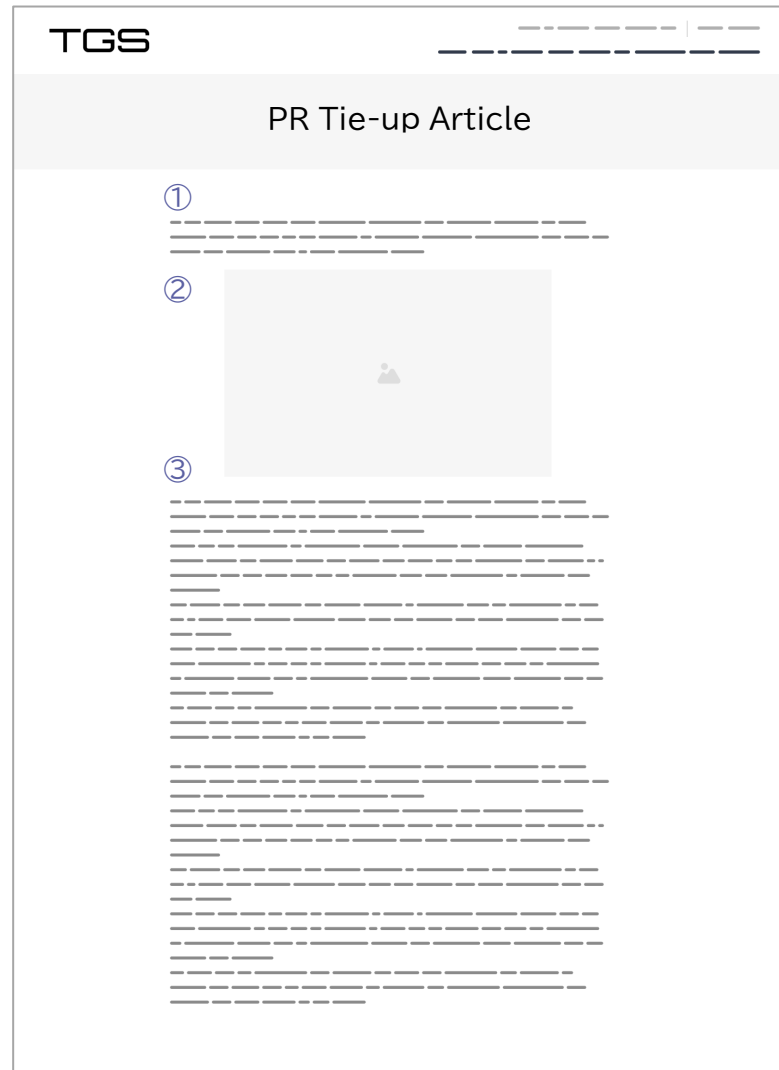
Fee: 1 slot **1,100,000 yen~**  
(tax included)

\*Price may change based on content customization/proposals & planning. Please inquire for details.

Compared to banner ads, article tie-ups, can communicate the appeal of products and services more naturally.

Display Area	1 site page display
Number of Slots	5 slots
Display Format	HTML 1 page
Display Period	July 8 - December 19, 2025 (planned)
Guarantee Type	Period guarantee

\*Display images are for illustration purposes.  
\*Fees, number of slots, and specifications are subject to change without notice.  
\*Fees are subject to additional consumption tax.



## | Content Overview

- ① Title
- ② Photo placement Maximum 5 photos
- ③ Text information Approximately 1,200 characters

## | Traffic Source Overview

- Link placement on TOP page
- Posts on social services

## | Precautions for Publication

\* We reserve the right to refuse to publish titles that fall under the CERO “Z” category, and some types of businesses (consumer finance, unscientific advertising, gambling, dial Q2, work at home, pyramid schemes, network businesses, adult goods, adult entertainment, and complex businesses such as cosmetic surgery and esthetic clinics). Please understand this in advance. Please understand this in advance.



## Article Tie-up Advertising Planning

### Response from content planning

We can consult on planning and casting for feature articles tailored to companies and topics. We will create content that deeply explores services from multiple angles, such as interviews, discussions, and game experiences.

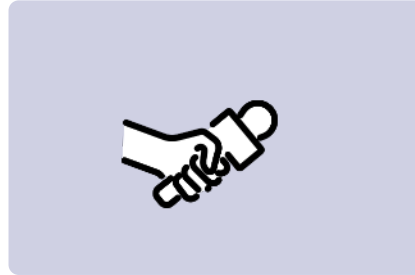
Examples



Game review articles

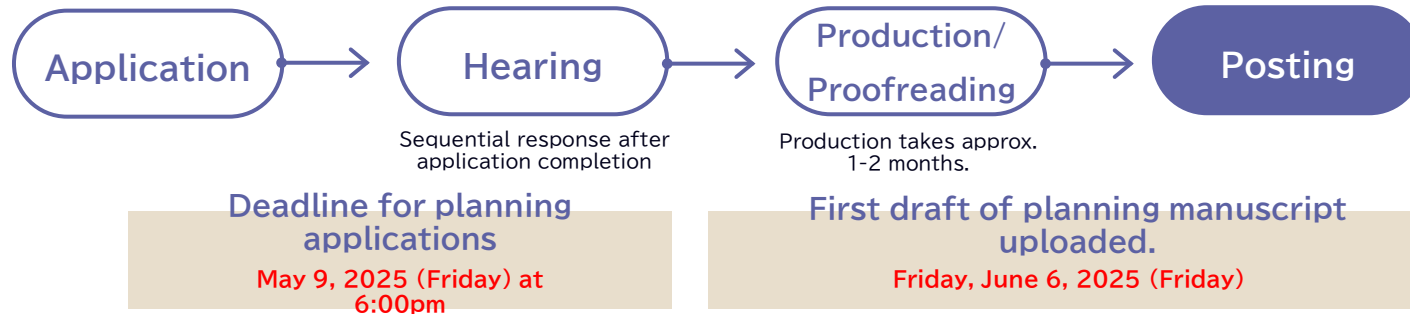


Panel discussion format



Interview articles

### Flow from Application to Posting



### Response with manuscript submission only

- (1) Title
- (2) Photographs: 5 photos max.
- (3) Text information 1200 characters max.

We will post based on submitted manuscript and image data content.

We are unable to respond to requests for layout changes, etc. Please understand this in advance.

### Response with manuscript submission only

**Manuscript Deadline | June 6, 2025 (Friday) 6:00pm**

## Banner Advertising

### | Notes for Publication

\*We reserve the right to refuse to publish titles that fall under the CERO “Z” category, or certain types of businesses (consumer finance, unscientific advertising, gambling, home-based work, pyramid schemes, network businesses, adult goods, adult entertainment, and complex-related businesses such as cosmetic surgery and esthetic clinics). Please understand this in advance.

# Banner Advertisement ①

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## TOP First View Bottom Banner

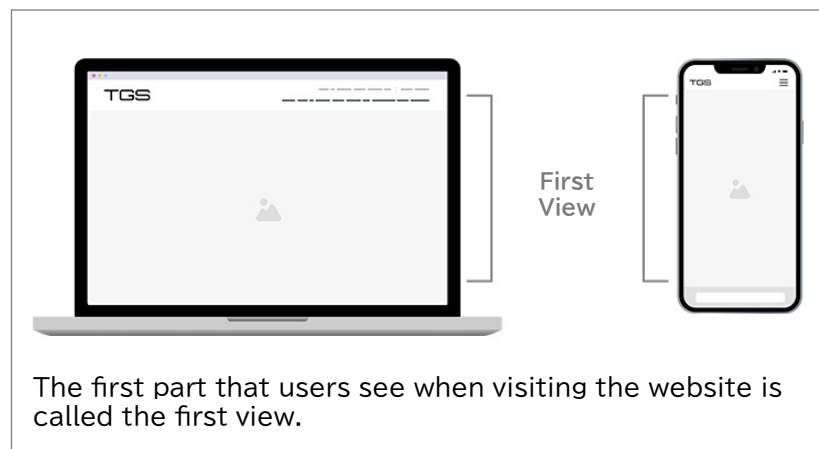
Fee: 1 slot **275,000 yen**  
(tax included)

As the banner advertisement most viewed by users, it combines high visual impact with user appeal.

Display Area	PC & smartphone TOP page only
Number of Slots	15 slots
Display Format	[PC] 2 slot rotation display [Smartphone] 2 slot rotation display
Display Period	July 8 - December 19, 2025 (planned)
Guarantee Type	Period guarantee
Submission Size	[Image] 520 horizontal × 100 vertical pixels

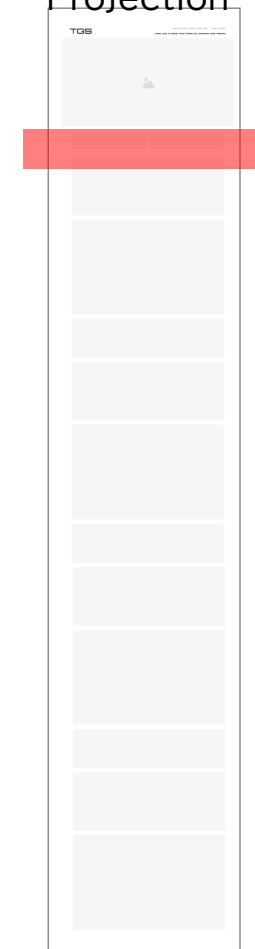
- \*Display images are for illustration purposes.
- \*Fees, number of slots, and specifications are subject to change without notice.
- \*Fees are subject to additional consumption tax.
- \*Available for non-game related companies as well.

## ▼Distribution Image



The first part that users see when visiting the website is called the first view.

## Banner Position Projection



TOP page  
Expected to be  
posted at top

Application Deadline | June 06, 2025 (Friday)  
6:00pm

Data Submission Deadline | June 20, 2025 (Friday)  
6:00pm



# Banner Advertisement ②

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## TOP Video Advertisement

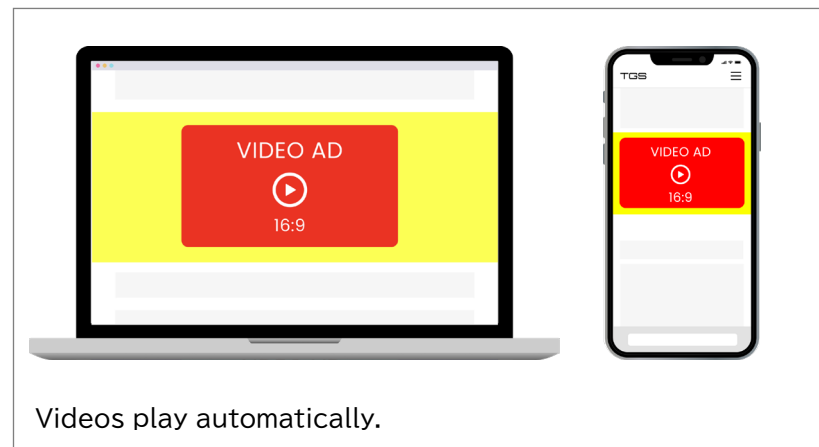
Fee: 1 slot **660,000 yen**  
(tax included)

This is an advertising menu that makes an impression on users by visually expressing information that cannot be fully conveyed through static images.

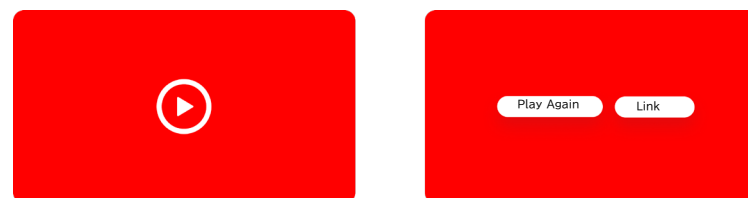
Display Area	PC & smartphone TOP page only
Number of Slots	4 slots
Display Format	[1 slot rotation display] Displayed in 16:9 ratio within maximum 640×360 display area (4:3 not supported). After maximum 30-second video playback, secretariat-specified design automatically displays.
Display Period	July 8 - December 19, 2025 (planned)
Guarantee Type	Period guarantee
Submission Format	MP4 format *4MB recommended file size

\*Display images are for illustration purposes.  
\*Fees, number of slots, and specifications are subject to change without notice.  
\*Fees are subject to additional consumption tax.  
\*Available for non-game related companies as well.

## ▼Distribution Image



## Video Playback Content



- During video playback → Click transitions to destination
- After video playback After 30-second video playback, advertisement link displays
- Audio default OFF

## Banner Position Projection



Banner will be placed around the center of the TOP page.

\*Audio only plays when speaker button in video advertisement is clicked.  
\*Video content may be rejected depending on content.  
\*Post-playback screen automatically displays secretariat-specified design.

Application Deadline | June 06, 2025 (Friday)  
6:00pm  
Data Submission Deadline | June 20, 2025 (Friday)  
6:00pm

# Banner Advertisement ③

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## News Page Display Banner

Fee: 1 slot **165,000 yen**  
(tax included)

This is a high-appeal banner advertisement posted on press release and news distribution pages.

Display Area Posted on PC & smartphone news detail pages  
(Press releases, news, exhibitor news)

Number of Slots 10 slots

Display Format [PC] 1 slot rotation display  
[Smartphone] 1 slot rotation display

Display Period July 8 - December 19, 2025 (planned)

Guarantee Type Period guarantee

Submission Size [Image] 250 horizontal × 500 vertical pixels

- \*Display images are for illustration purposes.
- \*Fees, number of slots, and specifications are subject to change without notice.
- \*Fees are subject to additional consumption tax.
- \*Available for non-game related companies as well.

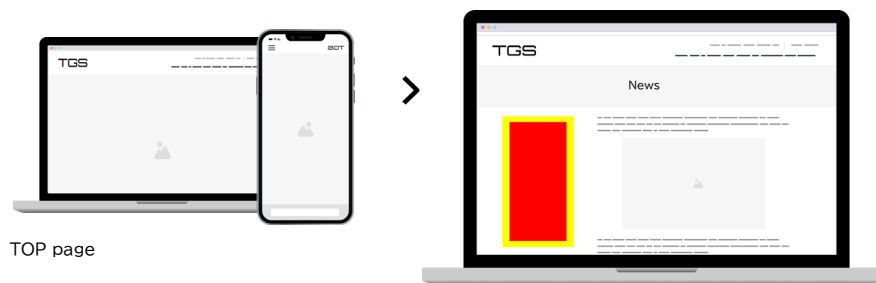
## ▼Distribution Image



For smartphones, placed at the bottom of news articles.

## Display Location

Posted on news article pages



Application Deadline | June 06, 2025 (Friday)

6:00pm

Data Submission Deadline | June 20, 2025 (Friday)

6:00pm

# Banner Advertisement ④

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## Exhibitor Introduction Page Rectangle Banner

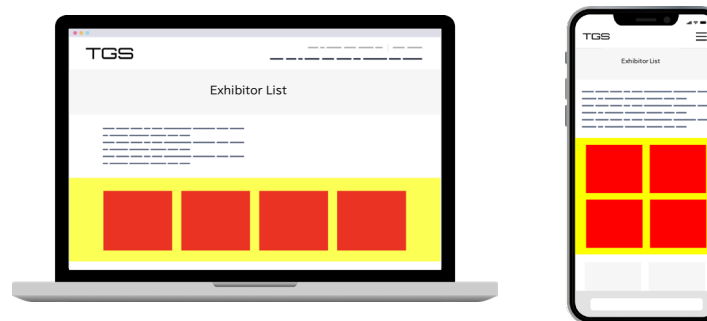
Fee: 1 slot **165,000 yen**  
(tax included)

This banner advertisement gains wide recognition by being posted on the exhibitor list page.

Display Area	PC & smartphone TOP page only
Number of Slots	10 slots
Display Format	[PC] 4 slot rotation display [Smartphone] 4 slot rotation display
Display Period	July 8 - December 19, 2025 (planned)
Guarantee Type	Period guarantee
Submission Size	[Image] 300 horizontal × 250 vertical pixels

- \*Display images are for illustration purposes.
- \*Fees, number of slots, and specifications are subject to change without notice.
- \*Fees are subject to additional consumption tax.
- \*Available for non-game related companies as well.

## ▼Distribution Image



Posted on lower-level pages rather than TOP page.

## Display Location

Posted on individual company detail pages within exhibitor introduction page



TOP page

Application Deadline | June 06, 2025 (Friday)  
6:00pm  
Data Submission Deadline | June 20, 2025 (Friday)  
6:00pm



# Banner Advertisement ⑤

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.

## Ticket Page Rectangle Banner

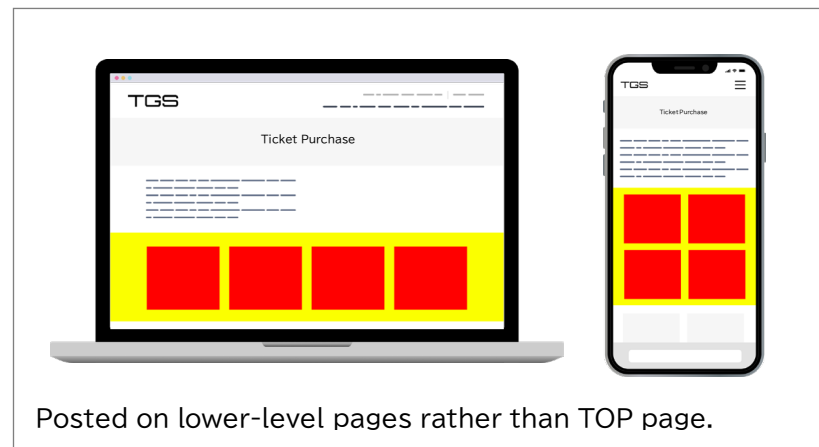
Fee: 1 slot **165,000 yen**  
(tax included)

This banner advertisement catches the attention of many visitors, both business and general, by being posted on the ticket page.

Display Area	PC & smartphone TOP page only
Number of Slots	10 slots
Display Format	[PC] 4 slot rotation display [Smartphone] 4 slot rotation display
Display Period	July 8 - December 19, 2025 (planned)
Guarantee Type	Period guarantee
Submission Size	[Image] 300 horizontal × 250 vertical pixels

- \*Display images are for illustration purposes.
- \*Fees, number of slots, and specifications are subject to change without notice.
- \*Fees are subject to additional consumption tax.
- \*Available for non-game related companies as well.

## ▼Distribution Image



## Display Location



Application Deadline | June 06, 2025 (Friday)

6:00pm

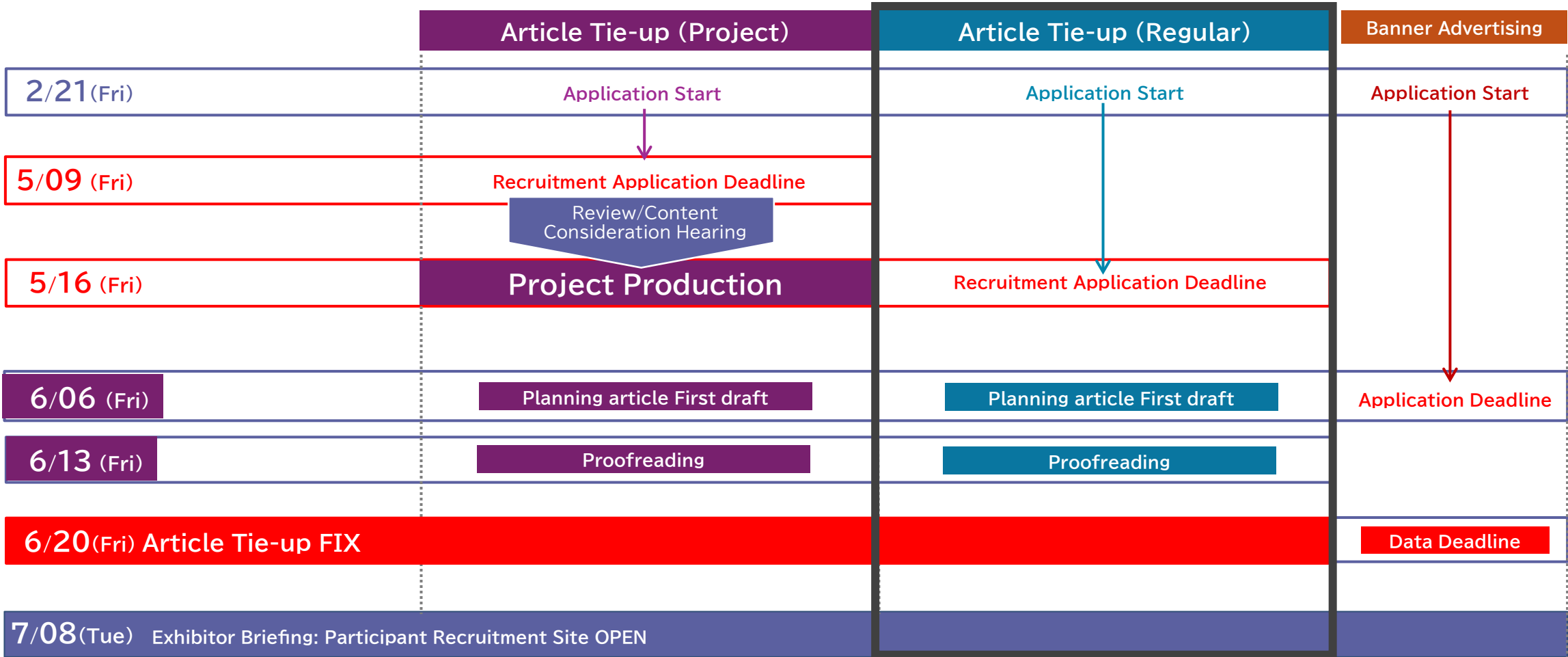
Data Submission Deadline | June 20, 2025 (Friday)

6:00pm

# Schedule

\*Schedule subject to change. Please note in advance.

The first applications has ended. Please refer to the secondary application page at the top of this document for further applications.



End of Sep

Sponsorship fee invoice dispatch \*Please make payment to the designated account by the end of October

# Notes for Application (Article Tie-up Advertising)

- Applications are reviewed and posting possibility is determined after hearing about posting content.
- Posted content will be checked in advance.
- Submission deadline will be determined based on posting content. For tie-up articles with provided manuscripts, please submit 23 business days before posting start date. Then please proofread advertisement copy by 5 business days before. Please strictly observe deadlines as display/operation verification is required.
- Submission data must be in GIF, JPG, or PNG format only.
- The file size of the submission data should be up to 150KB, with a resolution of 75dpi at actual usage size.
- After the tie-up article is finalized, data replacement is not possible except for typographical errors.
- The tie-up article will be released simultaneously on the publication date set by TOKYO GAME SHOW 2025. However, for information that is not yet released or submissions that are delayed, we will respond accordingly.  
In such cases, we cannot specify the exact time for the advertisement release.
- Please remember to include the destination link along with the submission data.
- Page view numbers for the tie-up article will be reported after the event.



# Notes for Application (Banner Advertising)

- Applications are accepted on a first-come-first-served basis. Please check slot availability with the secretariat before applying.
- Posted content will be checked in advance.
- Please submit materials 14 business days before posting start. Then please proofread advertisement copy by 7 business days before. Please strictly observe deadlines as display/operation verification is required.
- 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.

# Notes for Application (Web Video Advertising)

- Applications are accepted on a first-come-first-served basis. Please check slot availability with the secretariat before applying.

- Posted content will be checked in advance.

- Please submit materials 14 business days before posting start. Then please proofread advertisement copy by 7 business days before. Please strictly observe deadlines as display/operation verification is required.

- Video length should be 6 to 15 seconds. Maximum length of 30 seconds is possible.

- File format should be MP4, WebM, or MOV.

- Frame rate should be 30fps or less.

- Bitrate should be between 1.5Mbps and 5Mbps.

- File size should be between 50KB and 5MB.

- Web Video 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.

# Notes for Application (Other)

- There are basically no design restrictions, but businesses and organizations wishing to place advertisements must review and agree to the "Exhibition Teams " and "Sponsorship and Advertising Teams" in the "TOKYO GAME SHOW 2025 Exhibit Guide" before applying. The acceptability of the content and the creativity of the manuscript must comply with the Computer Entertainment Software Ethics Code ( <https://cesa.or.jp/guideline/ethics.html> ). Please note that we may decline to publish advertisements based on the content.
- The landing page linked in the banner advertisement and tie-up article must be published by the day before the start date of the publication.
- If the advertisement copy is similar to the site design (title, navigation, link buttons, etc.) and may cause user confusion, we may ask for revisions.
- If the boundary between the advertisement copy and the site content is unclear, we may ask for revisions. Please understand this in advance.

In the event of any display issues regarding the start of the advertisement publication, responses will be handled during business hours. We are not responsible for any deficiencies in advertisement publication during this period.



# Application



## Application

### Online Advertisement Menu Application Site



\*All entities and organizations wishing to exhibit are required to read and agree to the “TOKYO GAME SHOW 2025 Sponsorship and Advertising Terms” in this document before applying for exhibition.

\*Applications will be processed on a first-come, first-served basis.

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

Please note that responses may take some time.

\*After receiving and confirming the sponsorship application, the secretariat will send an “Application Acceptance Notice” to your registered email.

The sponsor agrees that this completes the sponsorship contract.

## Inquiries

### Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat Online Advertisement Menu Inquiry e-mail

**tgs-web@sms-office.jp**

\* We will contact you within three business days from the date of your inquiry. Please note that it may take some time to respond depending on the content of your inquiry.

\* If you have not received an email from the secretariat, please set your email to receive messages from tgs-web@sms-office.jp and contact us again.

## 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

- ① The date of completion of the exhibition Sponsorship/Advertising Contract shall be the Sponsorship/Advertising Contract Date.
- ② After 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

- ① If 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.
- ② The 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

①The 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.

②Rights 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.

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

④The 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.

⑤In 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.

⑥The 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.sonymusicsolutions.co.jp/s/sms/page/company\\_privacy?ima=5632](https://www.sonymusicsolutions.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.