

# TOKYO GAME SHOW 2025

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## Family Game Park Exhibition Guide

Ver.03  
June 2, 2025

# Learn and Play Family Game Park

The Family Game Park allows children to enjoy the world of games with their families from both "learning" and "playing" aspects



**2024 Visitor Count**  
September 28 (Sat) 4,818  
people  
September 29 (Sun) 7,112  
people  
**Total 11,930 people**

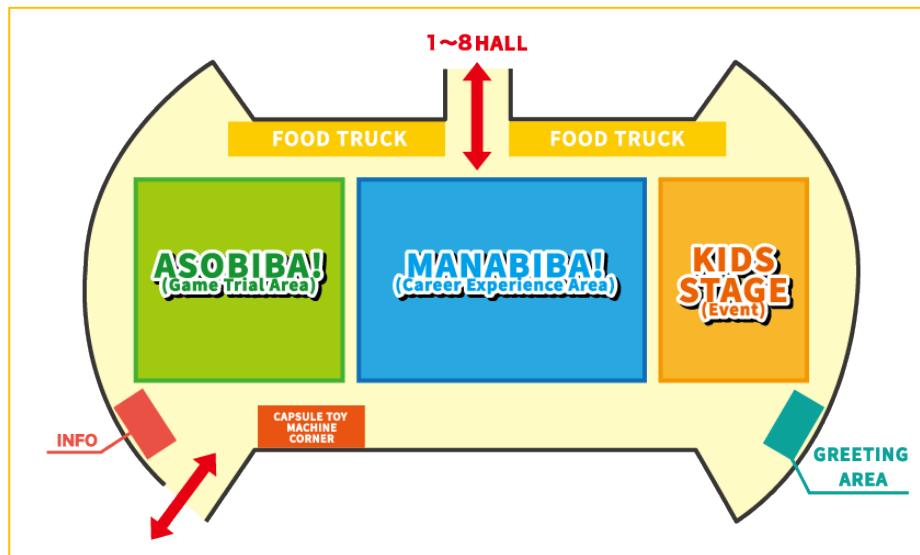
# The Family Game Park is an area reserved for children of junior high school age and under and their accompanying parents or guardians. (Completely free admission)

Under the theme of 'Play', 'ASOVIVA! offers the latest games from game makers for all ages.

MANAVIVA! offers children the opportunity to learn about the game production process and experience working as a designer. The theme is to create work experience opportunities for children to learn about the game production process and work in the game industry.

We look forward to seeing you at the exhibition to help nurture future game users and creators.

### Corner organization (tentative)



### Last year's event



## 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 <b>*Early opening will not be implemented at the Family Game Park.</b>
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

# Venue Layout / Access Information



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

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

# ASOVIVA!

## Game Experience Area

This is a game trial corner exclusively for elementary and junior high school students.

An area where families can safely enjoy the latest age-appropriate games from various game companies.



**Titles that can be exhibited must have a CERO rating of B or lower.**

17 titles exhibited in 2024



**ASOVIVA! Game Experience Area Exhibition** (2.5m width × 2.5m depth)

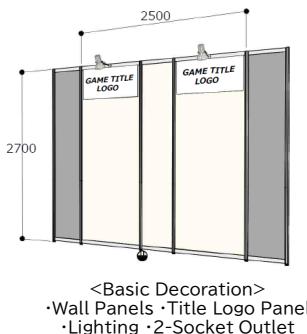
1 booth space	Member Fee <b>220,000 yen</b> (tax included)
	General Fee <b>275,000 yen</b> (tax included)

### Benefits when exhibiting

**Stage can be used free of charge.**  
(In principle, 1 slot per company)

Can be used for game tournaments with exhibited titles or character shows.

\*Regarding stage slot priority order, please check the Kids Stage Exhibition Recruitment Details page.

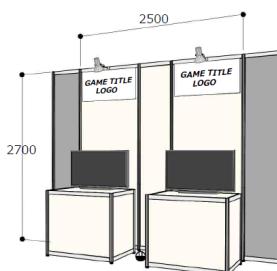


- ◆ Game Experience Area dedicated booths include basic decoration and electrical work in the exhibition fee.
  - ◆ Additional cost required if using trial stands.
  - ◆ Support staff can be arranged for 66,000 yen (tax included) per person for 2 days.
  - ◆ Internet connection, monitors, trial stands, and platforms are not included. Please apply separately (paid).
  - ◆ If you wish to exhibit in a standard booth space (3m wide x 3m deep), please consult with the secretariat.

**For exhibitors with "42 or more booth spaces" in other corners, up to 2 booth spaces (maximum 4 game trial stations) will be provided free of charge in the Game Experience Area.**

\*1 booth space: 2.5m x 2.5m depth (equivalent to 2 trial stands)

\*Below is an image of 1 booth



- ◆ 1 booth space comes with 2 monitors and trial stands. Platform and internet connection are not included.
  - ◆ 1 support staff per company provided free for 2 days. (Even with maximum 2 booth spaces, 1 support staff per company. Additional or replacement staff can be arranged for additional fees.)
  - ◆ These benefits are limited; if there are many applicants, selection will be by lottery. PCs and smartphones (and their associated monitors) and cables must be provided by each company.

# MANAVIVA!

## Career Experience Area

As an entry point for nurturing future game creators, we create opportunities for career experience to learn about jobs in game-related industries.



Recruiting exhibitors who can provide experiences that combine learning and play, such as game industry job experiences, career experience games, and educational software

# MANAVIVA!

## Career Experience Area

As an entry point for nurturing future game creators, we create opportunities for career experience to learn about jobs in game-related industries.

### MANAVIVA! Career Experience Area Exhibition (3m width × 3m depth)

1 booth space	Member Fee 308,000 yen (tax included)	General Fee 385,000 yen (tax included)
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Benefits when exhibiting

**Stage can be used free of charge. (In principle, 1 slot per company)**

Game tournaments with exhibited titles, character shows, game awareness and PR stages etc. can be implemented.

\*Regarding stage slot priority order, please check the Kids Stage Exhibition Recruitment Details page.

- ◆ **Fee is for space only.** Basic booth space and electrical work etc. not included.
- ◆ Within the booth space, game software and related products can be sold.
- ◆ However, only products approved by the secretariat can be sold.

### Package Booth Guide

- ◆ Package booths of 1-3 booth spaces are available.
- ◆ Please consult us if you would like additional decoration or original booth construction. (Separate quote)



**108,900 yen (tax included)**  
<Contents>  
•Wall panels  
•Parapet, company name plate  
•LED stick light ×1  
•2-socket outlet × 1  
(100V 1500W)  
\*Internet connection and punch carpet not included.



**209,000 yen (tax included)**  
<Contents>  
•Wall panels  
•Parapet, company name plate  
•LED stick light ×2  
•2-socket outlet × 2  
(100V 1500W×2)  
\*Internet connection and punch carpet not included.



**313,500 yen (tax included)**  
<Contents>  
•Wall panels  
•Parapet, company name plate  
•LED stick light ×3  
•2-socket outlet × 3  
(100V 1500W×3)  
\*Internet connection and punch carpet not included.

# Kids Stage Event

This is a stage within Family Game Park offering a flat space easily accessible for young children.



Game tournaments with exhibited titles, character shows, game awareness and PR stages etc. can be implemented.

\*Stage Slot Image

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

## Kids Stage Exhibition (1 slot typically 30 minutes)

1 slots	Member Fee <b>88,000 yen</b> (tax included)
	General Fee <b>110,000 yen</b> (tax included)

### Items Included in the Fee

- ① Stage Usage Fee  
(Applied time slot and designated rehearsal time)
- ② Basic Equipment Usage Fee / Equipment Operator

- ◆ Basic equipment includes large monitor, lighting (fixed), and 2 wireless handheld microphones.
- ◆ If you wish to add equipment, it will generally be arranged for an additional fee.
- ◆ However, please note that depending on the type of equipment, the secretariat may not be able to arrange it.
- ◆ You may bring your own equipment, but specifications must be checked in advance. Please arrange your own operation staff for any equipment you bring.

## Regarding Stage Slot Determination (Conducted at booth position selection meeting)

- ◆ If applications exceed the prepared number of slots, selection will be made according to the following priority order.

Priority 1) Family Game Park All Area Sponsors<sup>\*1</sup>

Priority 2) MANAVIVA! Experience Area Exhibitors

Priority 3) ASOVIVA! Game Experience Area Exhibitors

Priority 4) Kids Stage Only Stage Event Exhibitors

\*However, for Kids Stage only stage event exhibitors with 4 or more slots, selection priority will be moved up.

\*1...Regarding All Area Sponsors, please check the separate "Family Game Park Sponsorship Guide."  
[Contact] Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat

[tgs-fgp@sms-office.jp](mailto:tgs-fgp@sms-office.jp)

# Schedule and Application

# Schedule

Depending on the time of application, there are some sponsorship menus that cannot be implemented, and we will adjust the content. Please understand this in advance.



### Application

**Game Experience Area Exhibition／Career Experience Area Exhibition**

<https://tgs.cesa.or.jp>

To apply to exhibit,  
click on the [Exhibit Application] button on the official TGS2025 website.

\*If you wish to exhibit at the Kids' Stage, please contact the following contact point.

### Contact us

**Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat**

E-mail

[tgs-fgp@sms-office.jp](mailto:tgs-fgp@sms-office.jp)

# Exhibition Terms

# Exhibition Terms and Cancellation Policy

## Rules Governing TOKYO GAME SHOW 2025

Companies and other organizations wishing to exhibit must apply for participation in the online show according to the following "Rules Governing TOKYO GAME SHOW 2025" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and Sony Music Solutions Inc. (hereinafter collectively referred to as "Co-organizers").

### ■Management Office

Management Office is the operating secretariat of TOKYO GAME SHOW 2025 (hereinafter to as "SHOW") organized by the Organizer and Co-organizers of the SHOW.

### ■Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and Management Office pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or Management Office deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and Management Office both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and Management Office shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or Management Office for the full amount of any damages incurred.

### ■Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies that provide game software, game products, and related services that are in line with the purpose of the exhibition as determined by Management Office, as well as other businesses and organizations approved by Management Office, and Management Office reserves the right to determine whether or not the exhibited software, game products, and related services are in line with the purpose of the SHOW.

### ■Execution of Contract

Management Office will receive applications for SHOW from business entities and organizations wishing to exhibit, and after examining the contents of the application, will issue a notice of acceptance of the application for SHOW, and this will be taken as the completion of the conclusion of the exhibition contract between Management Office and the exhibitor.

# Exhibition Terms and Cancellation Policy

## ■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

1. All exhibits (including items for sale) at the real exhibition venue and online must conform to the Computer Entertainment Software Ethics Code (hereafter referred to as the "CESA Ethics Code") of the Computer Entertainment Supplier's Association, the event organizer. Online sales of items related to software that violates the CESA Ethics Code (such as character goods) are also prohibited. For more information on the CESA Ethics Code, please see the website (<https://www.cesa.or.jp>).
2. The promotion of consumer game software and related products and services, and the sale of related goods, are the main principles.
- \* Please refer to the restrictions on exhibit categories for game software.
  - Family Game Park is limited to software and related products rated "B" (for ages 12 and above) or below or "Education/Database" under the CERO rating system. For more information on the rating system, please visit the website at <https://www.cero.gr.jp/>.
3. Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with Management Office in advance.

## ■ Restrictions of Exhibit Categories

- Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.
- ※ Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.
- ※ In addition, exhibitors in Hall 9, 10 and 11 (Smartphone Game, AR/VR, e-Sports, Gaming Hardware, Gaming Lifestyle, Indie \*Selected Indie 80 exhibitors excepted) and exhibitors in Family Game Park regular booths can sell their exhibits in their booths in the same way as Merchandise Sales Area.
- If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.
- Events (such as talk shows and photo sessions) cannot be held in the game experience corner of the Family Game Park.
- If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with Management Office in advance.

## ■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by Management Office.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and Management Office determine that a booth is in violation of this rule, Management Office will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel an exhibition, and each exhibitor must follow Management Office instructions regardless pre and ongoing exhibition periods.
- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. Management Office will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the Management Office's determination.
- (5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of Management Office.
  - Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by Management Office in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- (7) All exhibits and decorations shall be removed on the same day during the removal time specified by Management Office in the exhibition guidelines.
- (8) It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- (9) Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

# Exhibition Terms and Cancellation Policy

## ■ Exhibitor Name

• Exhibitors acknowledge that Management Office may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

## ■ Determination of Booth Location at Real Venue (Except at Family Game Park)

The location of each booth will be decided at the booth location selection meeting, which will be held for each exhibition area. Booth Location Selection Meeting will be held in three sessions: for exhibitors with 42 or more booths (in a shape with no adjacent booths), for exhibitors with less than 42 booths but 16 or more booths (in a shape with adjacent booths), and for exhibitors with less than 16 booths (in a shape with adjacent booths).

Exhibitors with 42 or more booths (without adjacent booths): Tuesday, June 17, 2025

Exhibitors with less than 42 booths but 16 or more booths (with adjacent booths): Tuesday, June 24, 2025

Exhibitors with less than 16 booths (with adjacent booths): Tuesday, July 8, 2025

## • Method of Booth Location Selection

### ① Exhibitors with 42 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the general selection areas prepared in advance by Management Office.

### ② Exhibitors with less than 42 booths but 16 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the selection areas prepared in advance by Management Office.

In the case of multiple exhibitors with the same number of booths applying for ① or ②, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)

2. Exhibitors who have exhibited at the SHOW before and applied after the deadline for applications

3. Exhibitors who have not exhibited at the SHOW before and applied by the deadline for applications

4. Exhibitors who have not exhibited at the show before and applied after the deadline for applications

※ If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be decided by lottery.

### ③ Exhibitors with less than 16 booths

Exhibitors will select their preferred booth location from among the booths prepared in advance by the secretariat according to the number of booths they have applied for, in order of the number of booths they have applied for. If there are multiple exhibitors with the same number of booths, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)

2. Exhibitors who have exhibited at the previous show and applied after the deadline for applications for exhibitors

3. Exhibitors who have not exhibited at the previous show and applied by the deadline for applications for exhibitors

4. Exhibitors who have not exhibited at the previous show and applied after the deadline for applications for exhibitors

※ If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the

order of selection will be determined by the order of application. (There will be no lottery for exhibitors with 16 booths or less.)

# Exhibition Terms and Cancellation Policy

- ※ Exhibitors with 42 or more booths will be allocated island booths (booths with no adjacent booths).
- ※ The number of booths and booth shape cannot be changed at the booth location selection meeting.
- ※ If the number of booths cannot be accommodated at the booth location selection meeting, the number of booths may be adjusted after consultation with Management Office, or the booth shape may be changed by converting the number of booths applied for to the same area and changing the ratio of length to width.
- ※ In order to alleviate congestion, the number of booths in each area (Halls 1-3, 4-6, 7-8, 9-11) may be limited to 42 booths or fewer. The detailed rules will be shared at the Booth Location Selection Meeting.
- ※ Booth locations cannot be changed after the booth location selection meeting. However, in the event of a cancellation by another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with Management Office.
- ※ The selection method may be changed in advance depending on the application status. In this case, Management Office will contact you before the booth location selection meeting.
- ※ The floor map will be available for the first time at the time of the selection meeting . Please note that they will not be shared in advance.

## ■ Shape of the Booth Space

- ・ The shape of the booth space (booth depth, \_ and booth width, \_) should be applied for by placing whole numbers in the appropriate spaces.
- For less than 42 booths: The maximum number of booth spaces is 7 in both vertically and horizontally, with an aspect ratio of 1:2 or less. However, exhibitors are allowed to have 3 booths (1 in depth x 3 in width) or 32 booths (4 in depth x 8 in width).
- For 42 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth .
  - ・ If you are applying for more than 42 booths, please apply in multiples of 7. In this case, please make sure that the length is 7 booths (you cannot apply for 48 booths (6 booths long x 8 booths wide)).
  - ・ To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

# Exhibition Terms and Cancellation Policy

## ■Family Game Park Booth Location Decision

•The location of the exhibition booth will be decided at the booth location selection meeting, which will be held for each exhibition area.  
Exhibitors in the Family Game Park: Tuesday, July 8, 2025.

### •Selection Method

#### <Game Experience Area Exhibitors>

##### ① Exhibitors with paid exhibition booths

The booth location will be selected in order of the number of exhibition booths, from among the booths prepared in advance by Management Office.

##### ② Exhibitors with free exhibition (exhibiting in other areas with 42 booths or more)

From among the booths prepared in advance by the secretariat, exhibitors will select the booth location of their choice in order of the number of booths, excluding the booth location selected in ①.

#### <Booths in the Job Experience Area

##### ③ The organizer will select the booth location you request from among the available spaces, in order of the number of booths requested.

If there are multiple exhibitors with the same number of booths when selecting according to ①, ②, and ③, the selection order will be as follows.

1. Exhibitors who have exhibited at the previous event (Family Game Park 2024) and who have applied by the application deadline (this means exhibitors whose application form has arrived at the organizer by the application deadline)

2. Exhibitors who have exhibited at the previous show and applied after the deadline for applications for exhibitors

3. Exhibitors who have not exhibited at the previous show and applied by the deadline for applications for exhibitors

4. Exhibitors who have not exhibited at the previous show and applied after the deadline for applications for exhibitors

\*If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be decided by lottery.

\*Once the booth location has been selected, it cannot be changed. However, if there are reasons such as the cancellation of another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with the secretariat.

\*Depending on the application situation, the selection method may be changed in advance. In this case, the secretariat will contact you before the booth location selection meeting.

\*The booth layout will be released for the first time at the selection meeting. Please note that it will not be shared in advance.

## ■Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by Management Office.

2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.

3. For production methods of a video program with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel or to change an exhibition.

4. Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.

5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by Management Office that determines the above items have violated.

6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of Management Office.

# Exhibition Terms and Cancellation Policy

## ■Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of Management Office.

## ■Application and Payment Due

- ① The date of the exhibition contract shall be the date of completion of the exhibition contract.
- ② After the date of the exhibition contract, Management Office shall issue an invoice to the exhibitor, and the exhibitor shall transfer the exhibition fee to the bank account designated by Management Office by the payment due date stated on the invoice. The transfer fee for this transaction will be borne by the exhibitor. If payment is not confirmed by the payment due date, Management Office may cancel the contract for the exhibition.

## ■Cancellation of Exhibition Application

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify Management Office in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from Management Office.

### [Cancellation fee for Real (Physical) exhibit]

- From May 31 (Sat.) to June 16 (Mon.), 2025 / 50% of Exhibition Fee
- After June 17 (Mon.), 2025 / 100% of Exhibition Fee

### [Cancellation fee for Online exhibitors]

- From May 31 (Sat.) to July 8 (Tue.), 2025 / 50% of Exhibition Fee
- After July 9 (Wed.), 2025 / 100% of Exhibition Fee

# Exhibition Terms and Cancellation Policy

## ■ Liability for Damages

- (1) Management Office shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.
- (2) Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, Management Office shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- (3) Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of Management Office, and Management Office shall not bear all costs for any reason. Management Office is not obligated to pay for any cost.
- (4) The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- (5) Management Office shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6) Due to the epidemic and spread of various types of virus and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, Management Office may cancel or postpone all or part of this exhibition, request a change in its contents. Management Office will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
- (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that Management Office cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).

## ■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

## ■ Statistics

Management Office shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, Management Office will not provide the said access information, obtained as a result of the above, to Exhibitors.

## ■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, Management Office will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

# Exhibition Terms and Cancellation Policy

## ■Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the

judgment of the "organizer and co-organizer of the SHOW." However, in this case, Management Office will not refund exhibit fees already paid.

Management Office shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunami, flooding, landslides, lightning, explosions, fire, etc.)
4. Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
5. Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
6. Spread of infectious diseases (including bacterial infections and viral infections etc.)
7. Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials.)
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to Management Office that are not included in the preceding items

## ■Sharing of Personal Information among Nikkei BP

Nikkei BP, as the primary acquirer of personal information for TOKYO GAME SHOW 2025, will comply with laws and other regulations regarding the protection of personal information and will acquire personal information as follows.

The submitted information will be provided to the Computer Entertainment Supplier's Association (CESA), the organizer of TOKYO GAME SHOW 2025, and Sony Music Solutions, the co-organizer. After the information is provided to the third party, it will be managed under the responsibility of each company and may be used to send various types of information (e-mail, direct mail, surveys, etc.) directly to the customer.

Nikkei Business Publications, Inc. will comply with laws and other regulations concerning the protection of personal information and will collect personal information as follows.

- (1) Company Name: Nikkei Business Publications, Inc. (Nikkei BP)
- (2) Personal information manager: Nikkei BP Personal Information Manager
- (3) Purpose of use
  1. To provide purchased / registered products / services
  2. To deliver DMs and questionnaires
  3. For office work and inquiries

# Exhibition Terms and Cancellation Policy

## (4) Purpose of sharing personal information

Nikkei BP group companies use your personal information in accordance with the purpose of usage stated under Nikkei BP's "Personal Information Protection Policy" and "About Personal Information Collection". We will not provide any personal information collected by Nikkei BP to any third party.

## (5) Entrustment of handling personal information

We may outsource the handling of personal information to the extent necessary to a business consignment company that has a non-disclosure agreement regarding personal information.

## (6) If you cannot enter your personal information

We may NOT be able to provide the service unless you fill in your personal information.

## (7) Acquisition of personal information by a method that the person cannot easily recognize

On the Nikkei BP website and various Internet services, access information of users may be automatically acquired using IP addresses, cookies, web beacons, etc. as clues.

## (8) About anonymous processing information

When creating anonymously processed information, the personal information is processed according to the standards stipulated by the rules of the Personal Information Protection Commission, and at the time of creation and provision to a third party, the information about the individual included in the anonymously processed information is processed via the Internet, etc. Nikkei BP will publish the item.

## (9) Nikkei BP will manage the personal information of individuals residing in the EU (European Union, including Iceland, Liechtenstein and Norway) and the UK in accordance with the General Data Protection Regulation (GDPR) and the equivalent UK legislation. 10. Handling of personal information of individuals residing in California, United States.

Nikkei BP will properly manage the personal information of people living in the US state of California in accordance with the California Consumer Privacy Act of 2018 and the California Privacy Rights Act.

## (10) Contacts

Nikkei BP Fulfillment Services, Customer Support

Address: Japan Post, Kasai Post Office P.O. Box No. 20, zip code 134-8729

URL:<https://bpcgi.nikkeibp.co.jp/toiawase.html>

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.