

TOKYO GAME SHOW 2025

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Official Operation Staff T-Shirt  
Sponsorship Guide

Ver.02  
April 21, 2025

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# 1

## About TOKYO GAME SHOW

## What is TOKYO GAME SHOW?

Starting in 1996, TOKYO GAME SHOW is Japan's largest gaming event held every September at Makuhari Messe

With many game companies' exhibition booths, merchandise sales, new game announcements and trials, reveals of trailers (preview videos) for games in development, talk shows by developers and voice actors, live performances by artists, advance sales of merchandise, this comprehensive and massive trade show is covered by media worldwide with high global attention, bringing together everything related to gaming.

**TOKYO  
GAME  
SHOW  
2025**  
September 25-28  
Makuhari Messe, Japan

# TOKYO GAME SHOW 2024 Performance | Event Results

2024

Duration September 26 (Thu) - September 29 (Sun), 2024

Venue Makuhari Messe Halls 1-11 + International Conference Hall + Event Hall

Number of Exhibitors **985 companies** (2023: 787 companies)

Number of Titles **2,850 titles** (2023: 2,291 titles)

Number of Visitors **274,739 people** (2023: 243,238 people)

Number of Media Outlets **1,468** (2023: 1,436)

Breakdown TV: 124 / Radio: 33 / Newspapers: 38 / News Agencies: 27 / Magazines: 81 / Web: 547 / Others: 45

Number of Press Personnel **3,899 people** (2023: 3,488 people)

Breakdown TV: 255 / Radio: 112 / Newspapers: 79 / News Agencies: 34 / Magazines: 175 / Web: 2,047 / Others: 73

Gaming Industry **Approximately 30 trillion yen market size** \*Source: CESA Game Industry Report 2024

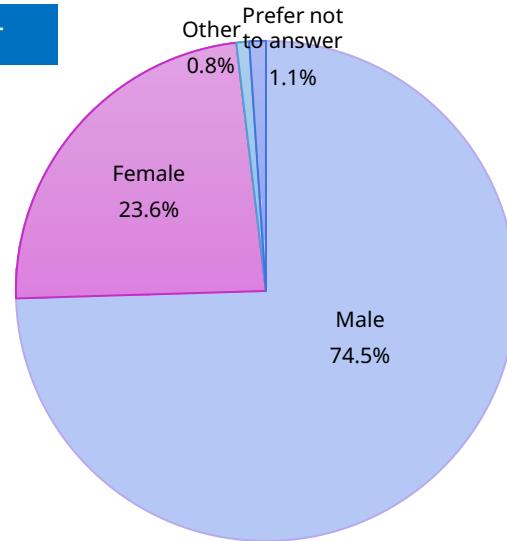
スマートフォン  
ゲーム  
コーナー

PlayStation

XREAL

# TOKYO GAME SHOW 2024 Performance | Visitor Demographics: General Visitors

## Gender



Male approx. 75%

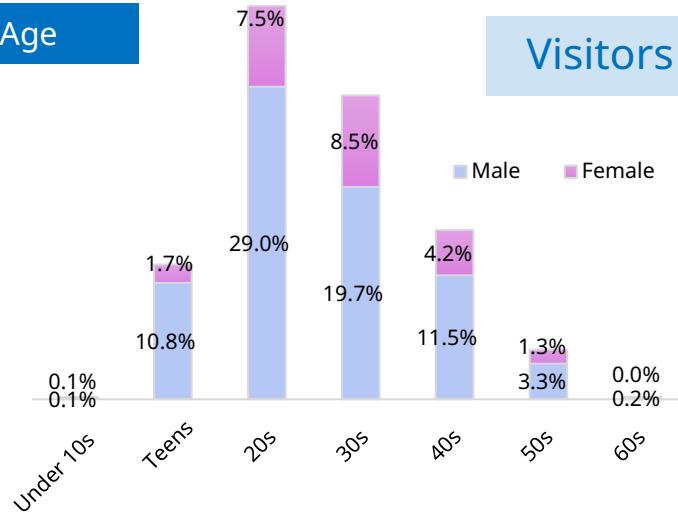
## Occupation

Company Employee/Civil Servant/Organization Staff (including executives)

University/College/Graduate Student	11.1%
Part-time/Temporary/Contract Worker	10.9%
High School Student	6.5%
Self-employed/Freelance/Professional	5.1%
Currently not employed or in school	2.8%
Full-time Homemaker	2.0%
Other occupations	1.8%
Technical/Vocational School Student	1.7%
Middle School Student	1.4%
Other Students	0.8%
Elementary School or younger	0.5%

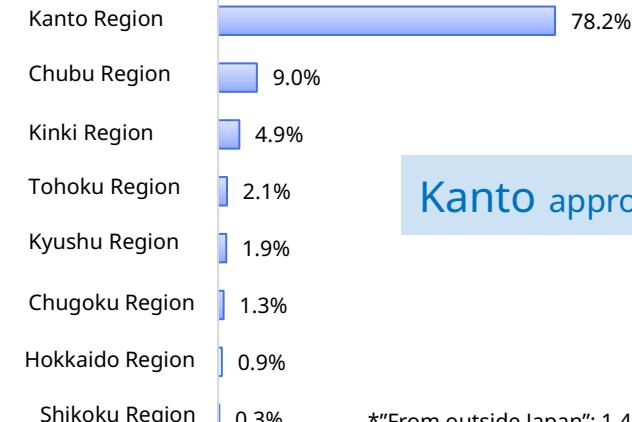
Company Employees  
approx. 55%

## Age



Visitors in their 20s-30s

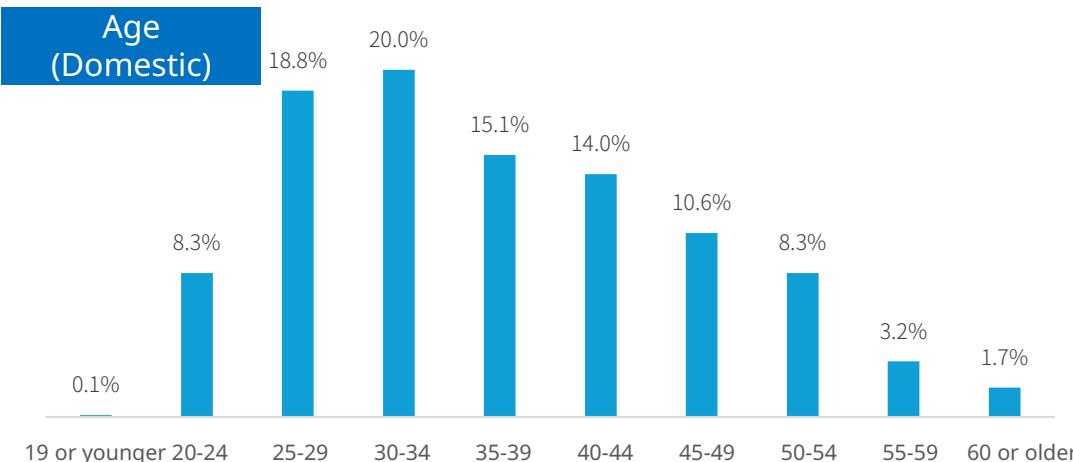
## Region of Residence



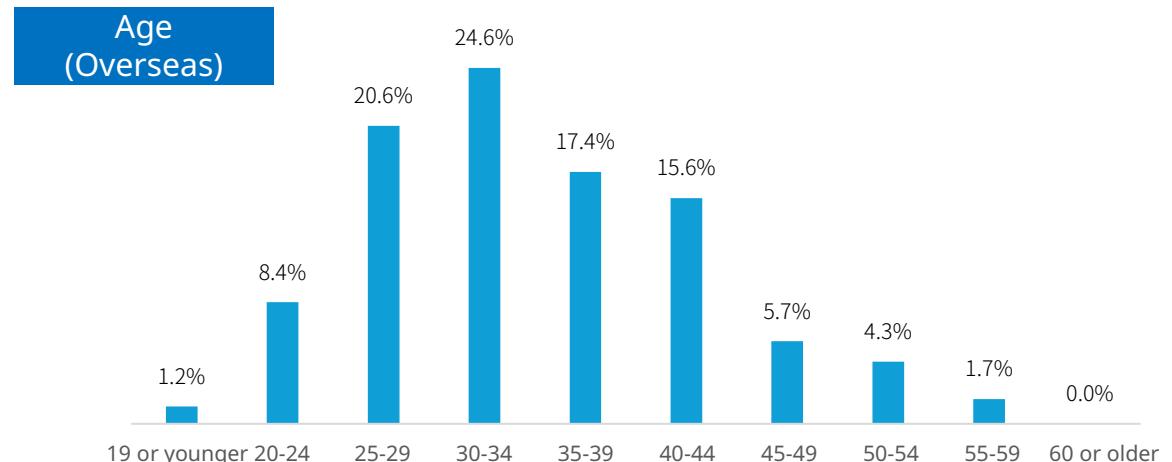
Kanto approx. 80%

\*\*From outside Japan\*\*: 1.4%

# TOKYO GAME SHOW 2024 Performance | Domestic Business Day Visitors & Overseas Visitors



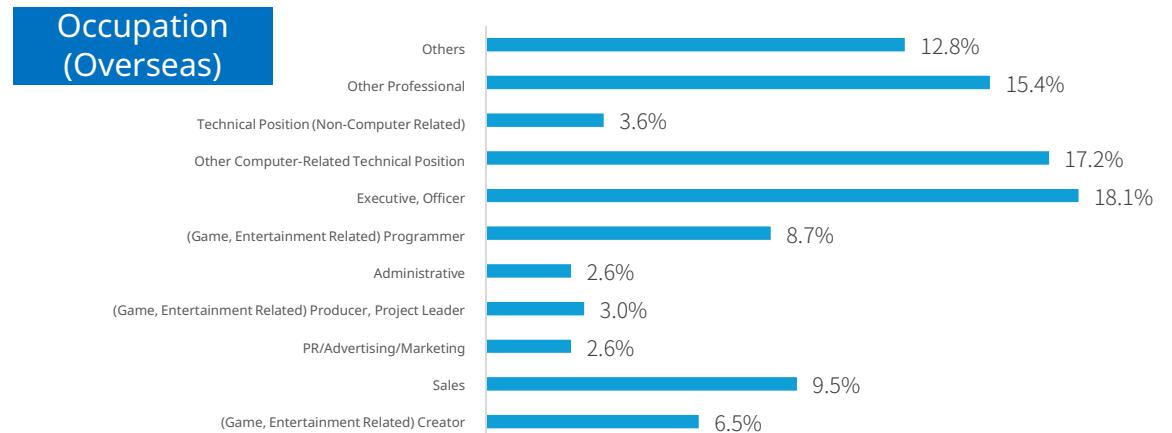
Visitors in their 20s-30s



Visitors in their 20s-30s



Sales & Creators: approx. 33%



Executives/Officers/Computer-Related Technical Position: approx. 35%

# TOKYO GAME SHOW 2024 Performance | Official Website / Official Social Media

Official  
Website



Approximately 7 million PV

Domestic X  
Followers



The screenshot shows the X (Twitter) profile for Tokyo Game Show (@tokyo\_game\_show). It has 3,767 posts and 95,000 followers. The bio reads: "TGS公式アカウント。TGS2025は9月25日(木)～9月28日(日)開催! こちらのアカウントは配信専用なので、質問等は公式サイト内問い合わせフォームからお願いします。ハッシュタグ #TGS2025 #東京ゲームショウ". The profile picture is the same as the website banner.

Approximately 95,000 followers

TGS Related  
Videos



The screenshot shows the YouTube channel page for Tokyo Game Show (@tokyogameshow). It has 8.17万 subscribers and 477 videos. The bio reads: "@tokyogameshow チャンネル登録者数 8.17万人・477本の動画 東京ゲームショウ2024公式番組の配信をこのチャンネルで9月26日から29日まで...さらに表示 tgs.cesa.or.jp、他 4件のリンク チャンネル登録". The thumbnail for the channel is a colorful illustration of characters from various games.

124 videos posted / approx. 1.5 million views

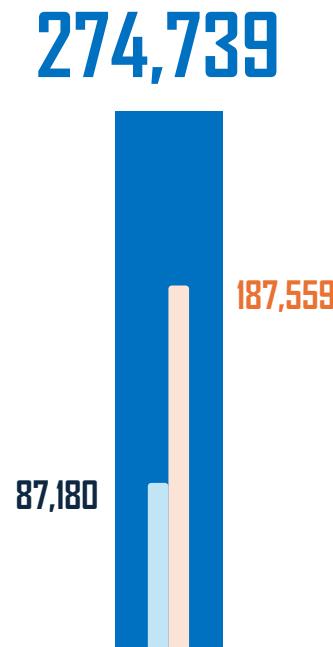
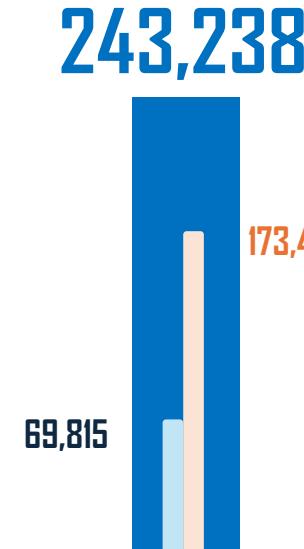
# TOKYO GAME SHOW Visitor Trends

2022

2023

2024

- Number of General Visitors
- Number of Business Day Visitors



**TGS real venue reach is increasing year by year!**

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TOKYO GAME SHOW 2025

# TOKYO GAME SHOW 2025 | Event Overview

Name	<b>TOKYO GAME SHOW 2025</b>
Venue	<b>Makuhari Messe Halls 1-11 + International Conference Hall + Event Hall</b>
Duration	Business Days: <b>September 25</b> (Thu) 10:00-17:00 <b>September 26</b> (Fri) 10:00-17:00  Public Day: <b>September 27</b> (Sat) 09:30-17:00 <b>September 28</b> (Sun) 09:30-16:30
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)



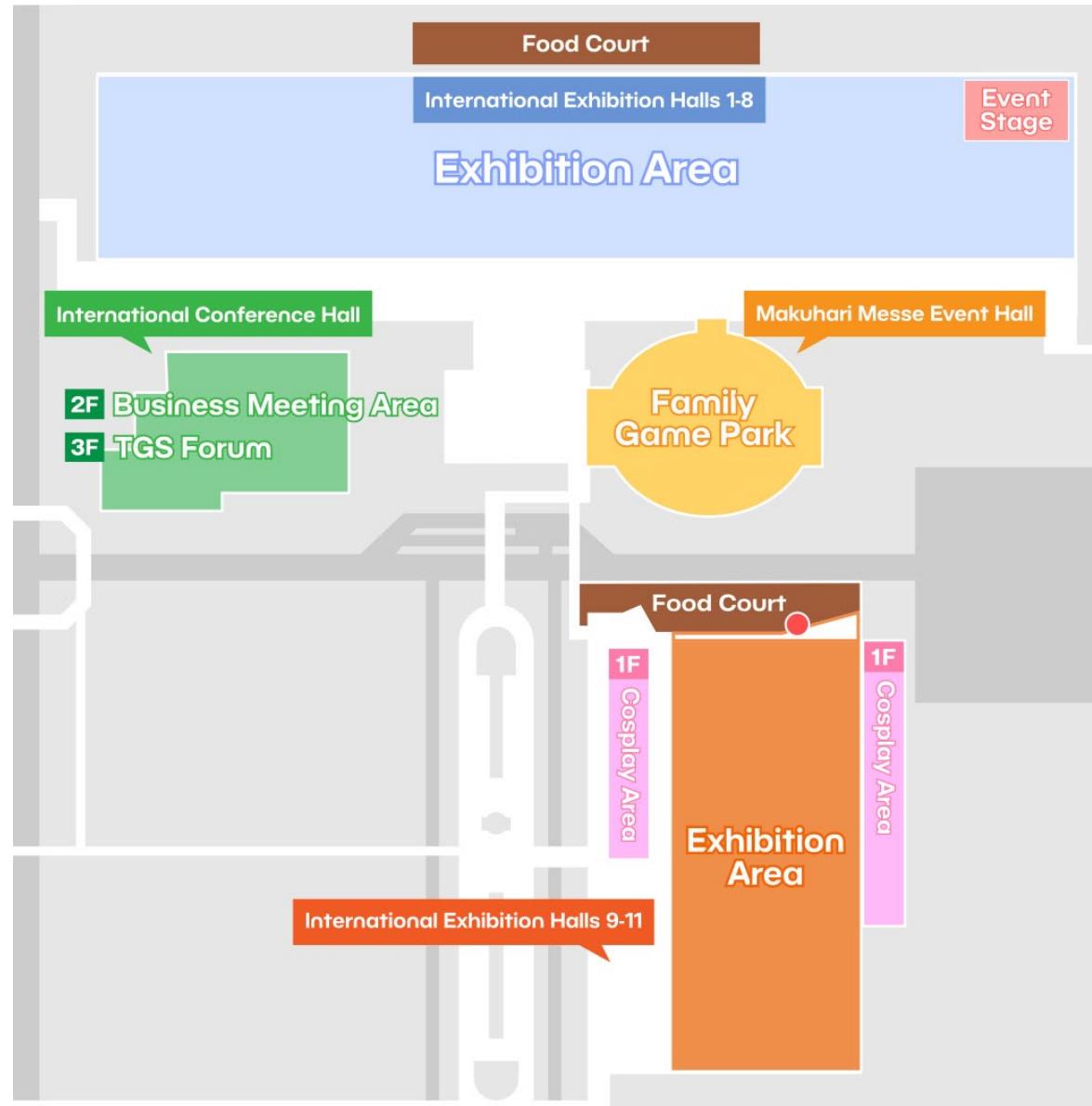
Theme

# Unlimited, Neverending Playgrounds

TGS is a playground where games, creators, and players gather from around the world, and create the future of gaming together.

Transcending age and nationality, it provides a world where all visitors, both adults and children, can encounter more experiences than they can fully explore, enjoy themselves freely, and connect with others.

# TOKYO GAME SHOW 2025 | Zoning



## TOKYO GAME SHOW 2025

Business Days:

**September 25** (Thu) 10:00-17:00

**September 26** (Fri) 10:00-17:00

Public Day:

**September 27** (Sat) 09:30-17:00

**September 28** (Sun) 09:30-16:30

Makuhari Messe Halls 1-8

Makuhari Messe Halls 9-11

International Conference Hall

\*Business Days only

## Family Game Park

Public Day:

**September 27** (Sat) 09:30-17:00

**September 28** (Sun) 09:30-16:30

Makuhari Messe Event Hall

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## Official Operation Staff T-Shirt Sponsorship Menu

# Official Operation Staff T-Shirt Sponsorship

We are seeking sponsors for the "Official Operation Staff" who will guide attendees at the venue at TGS2025. This is an excellent opportunity to widely and strongly promote your corporate image to all attendees.



# Official Operation Staff T-Shirt Sponsorship Details

## Submission Method

- Display your product title or company logo on the back of the official operation staff T-shirts.
- Approximately 1,500 official operation staff members will be active over the 4-day event at the venue.

**Data Submission Deadline:  
July 18, 2025 (Fri) 6:00pm**



The design is tentative image.

## ▼ T-Shirt Back: Logo Placement

Specification	Display size:
1 color, 1 place: back only	W300mm x H200mm (approximate)

**One place only.** The placement location may be slightly adjusted.  
The submission format for the data will be provided by the secretariat.  
Please submit the design data.  
(The placement location will be decided by the secretariat.)  
Data: Illustrator file (CMYK)

## ▼ Sponsorship Menu:

**5,500,000 yen (tax included)**

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## Application & Schedule

Application

## Official Operation Staff T-Shirt 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.

# Application Deadline | Monday, March 31, 2025, 6:00pm

## Schedule

**3/31(Mon) 6:00 PM**

**7/4(Fri)**

**7/18(Fri) 6:00 PM**

**Late July**

**Early August**

**Mid-August**

**Late August**

**8/29(Fri)**

**9/30(Tue)**

### **Application Deadline**

#### **Obtaining Logo Data ~ Confirming Logo Placement Data**

Depending on the application status, the schedule may be delayed if adjustments are necessary.

### **Submission**

#### **Sending Proof Samples**

We plan to send it to you approximately one week after submission.

#### **Returning Proof Samples**

### **Resubmission**

#### **Sending Revised Proof Samples**

After resubmission, it will be sent to you in about one week.

### **Final Approval**

**\*Only if you request a revised proof  
(additional fee applies)**

**September 25 (Thu) - 28 (Sun), 2025 | TOKYO GAME SHOW 2025**

### **Sending Sponsorship Fee Invoice**

Please make the payment to the designated account by the end of October.

# Various Menus | Submission Regulations

## Submission Method

For sponsor company logos and various sponsorship menu data submissions, please access via the application site (URL below) and upload data.

**<https://tgs-system.com/>**

\*If there are any issues with the data, the secretariat will contact you.

\*For consultation about submission formats, please inquire via form to the SMS secretariat.

## Color Proofs

**Color proof submission is limited to "once."**

\*Additional color proofs will be charged per submission if desired.

\*Color proofs and additional color proofs may not be possible depending on submission date. Please note in advance.

**Color proofs will be sent as a set of two: "Overall reduction\*1" and "Full-size proof\*2" using actual materials.**

\*Additional color proofs will be charged per submission if desired.

\*Color proofs and additional color proofs may not be possible depending on submission date. Please note in advance.

\*If there is a specified range of areas for the equal-size reprints, please also submit materials clearly indicating the specified areas.

\*1: Only for sponsorship menus other than Guide Map. Guide Map will be "Full-size proof."

\*2: For sponsorship menus over 1m, will be "Partial full-size proof."

## Printed Material Submission

- Design submission data must be complete data. (Secretariat cannot modify/edit)
- If submitting Illustrator or Photoshop data, please create in Ver.CC2020 or later.
- When submitting print advertisement data, please submit with "Divided Appearances." Effects may not be reflected correctly when data is rotated during pagination.
- Please create data with crop marks according to each size.  
(For large sizes, creating at 1/10 scale is acceptable.)
- Please outline all text.
- Please create data resolution at actual usage size.  
[Guide Map] 300-350dpi  
[Other than Guide Map] 200dpi
- When submitting, please include PDF of finished size along with submission data.
- When submitting in Illustrator, please do not embed images but include link files with submission.
- Specifications differ depending on sponsorship menu.  
When there is a submission data format, please create according to the format.

## Inquiries

**Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat  
Official Operation Staff T-Shirt Sponsorship Menu Inquiry e-mail  
[tgs-ad@sms-office.jp](mailto:tgs-ad@sms-office.jp)**

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

Please note that depending on the nature of your inquiry, the response may take additional time.

\*If you have not received an email from our secretariat, please configure your settings to accept emails from [tgs-ad@sms-office.jp](mailto:tgs-ad@sms-office.jp) and contact us again.

TOKYO GAME SHOW 2025  
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," "Official Operation Staff T-Shirt 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," "Official Operation Staff T-Shirt 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

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

- ①If 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.
- ②The 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

## (Official Operation Staff T-Shirt 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.