

# TOKYO GAME SHOW 2025

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## Guide Map Advertisement Guide

Ver.02  
June 2, 2025

## 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 2025 | 2

# 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)



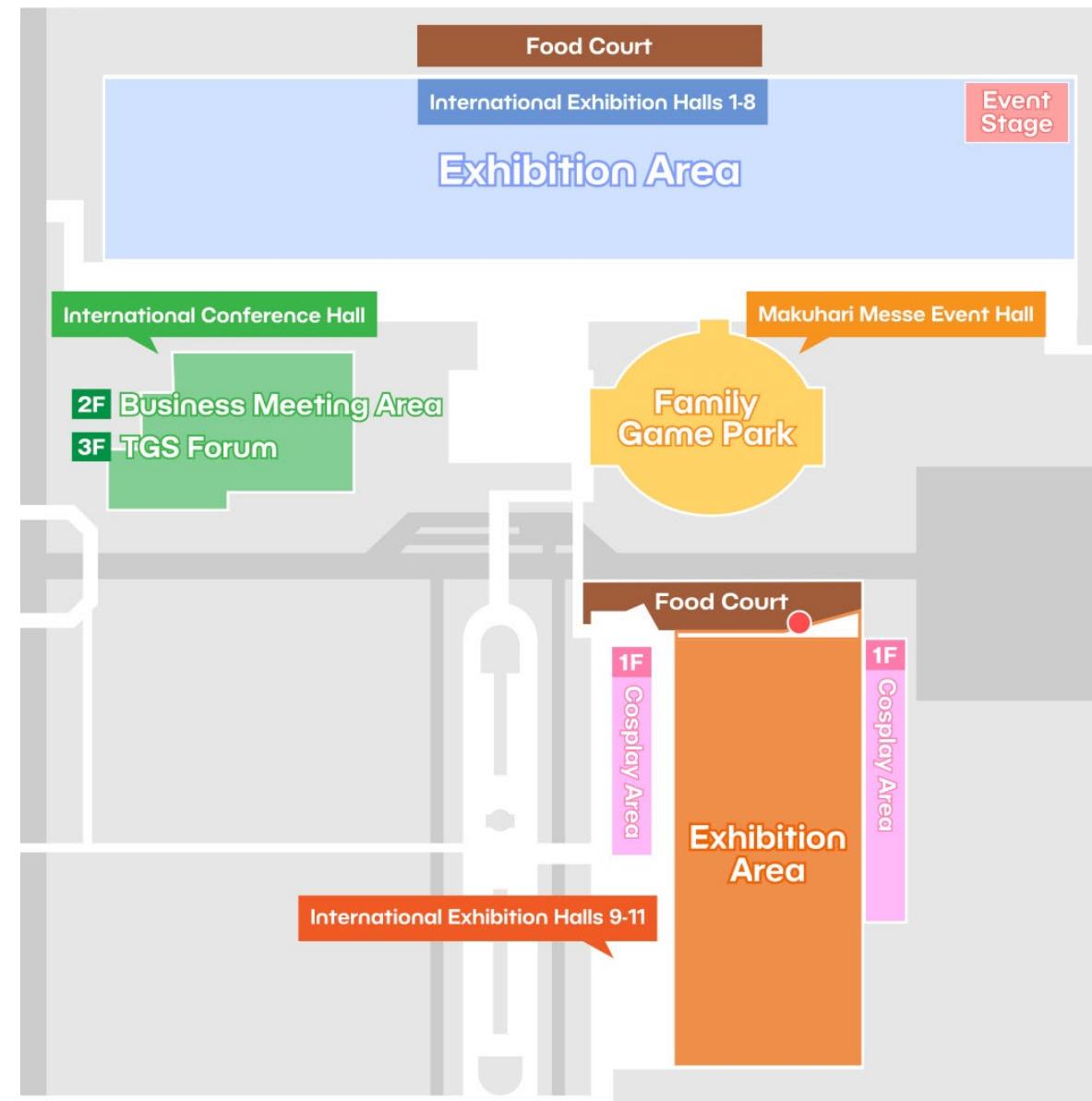
## Theme

# 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



Makuhari Messe Event Hall

## Family Game Park

Public Day:

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

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

# About Guide Map Advertising

The TGS Guide Map is making a comeback. 220,000 copies will be published in separate Japanese and English versions. Utilize the advertising space in the guide map, which many visitors will pick up, to promote your company's products and services.

## POINT

1

Placed at venue entrances  
where all visitors must pass



\*Distribution points are tentative.

2

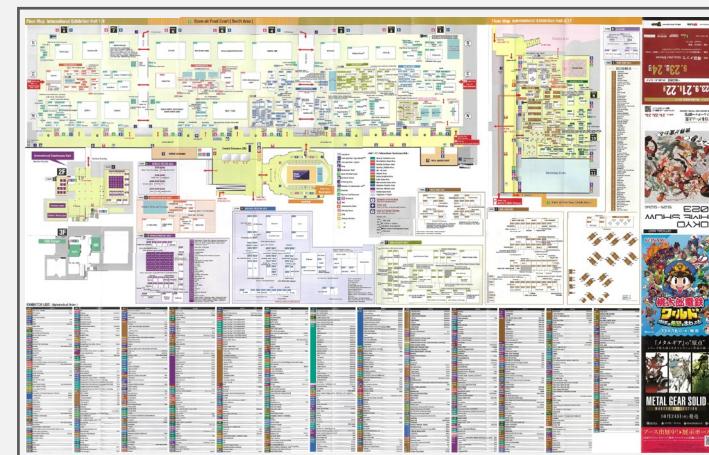
Easy to pick up  
Handy size



\*When folded

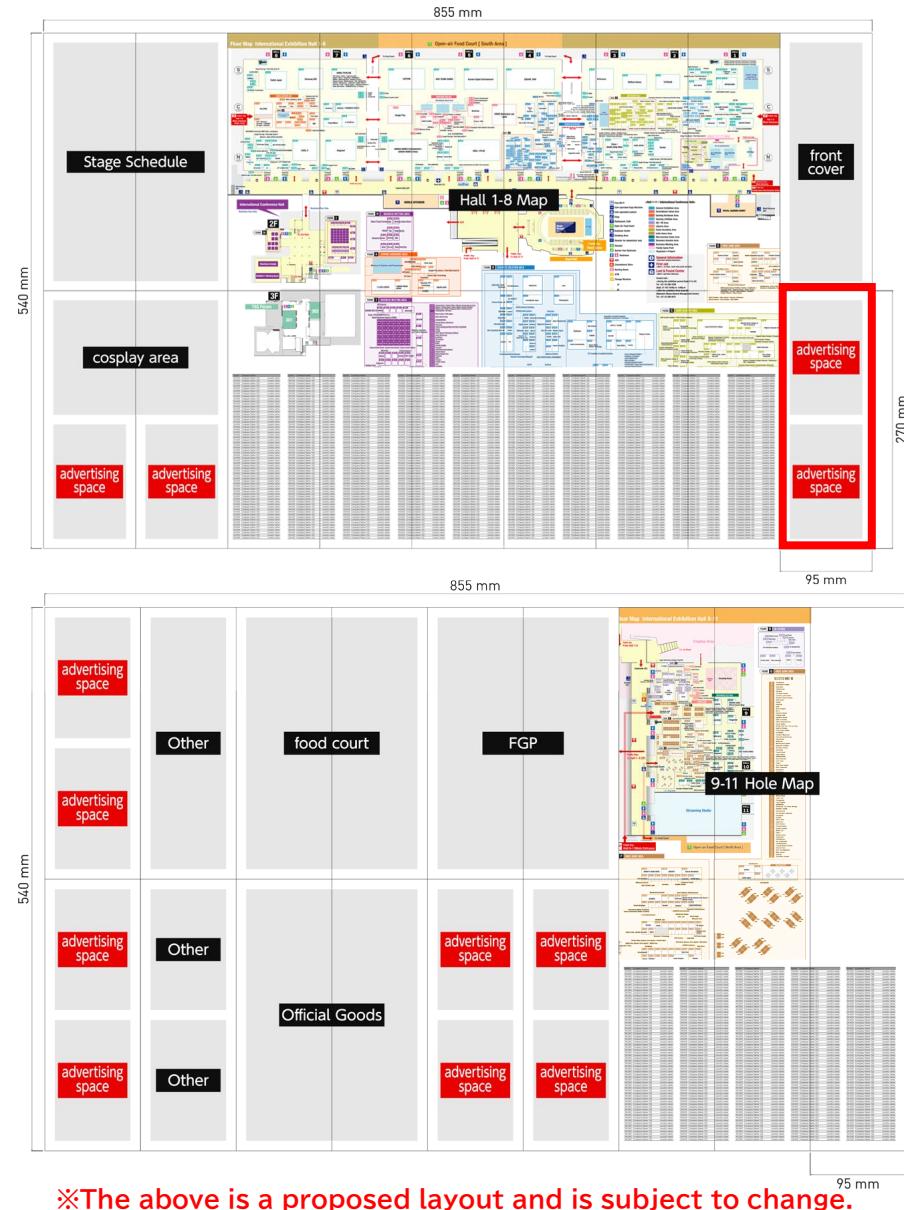
3

Japanese/English separate editions  
Reach of 220,000 copies total



\*When unfolded (18 panels)  
\*Above is 2023 version

# Guide Map Advertisement Slots



## TGS Information Section

## Advertising Slots

Number of Copies	Japanese version 200,000 copies/English version 20,000 copies
Size	135mm vertical × 95.5mm horizontal
Paper Specifications	Matte coat/90
Printing	4C/Full color
Number of Slots	Total 12 slots

Fee	880,000 yen (tax included)/1 slot
	1,650,000 yen (tax included)/2 slots
	2,750,000 yen (tax included) Sold out/back cover

\*Must be posted in both Japanese and English versions.

\*Posting position determined by secretariat.

# Application & Schedule

Application

## Guide Map Advertising Application Site



This document contains the basic sponsorship menu.

If you have any requests such as “Can we do this?” or “Can we customize the advertising menu?”  
we can flexibly create and plan menus,  
so please contact us at [tgs-ad@sms-office.jp](mailto:tgs-ad@sms-office.jp).

\*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.

~~Guide Map Advertising Deadline | June 20, 2025 (Friday) 6:00 PM~~

**Guide Map Advertising Final Deadline | August 8, 2025 (Friday) 6:00 PM**

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.

6/20(Fri) 6:00PM

## Application Deadline

7/18(Fri)

## Data Submission Deadline

Late July

## Sending calibration samples

It will be sent to you in about one week after submission.

Early August

## Return of calibration samples

Mid-August

## Resubmit

Late August

## Sending recalibration samples

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

8/29(Fri)

## Schooled

\* Only if you wish to recalibrate (charged)

September 25, 2025 (Thursday) ~ September 28, 2025(Sunday) | TOKYO GAME SHOW 2025 Held

9/30(Tue)

## Sponsorship fee invoice dispatch

Please deposit to the designated account by the end of October

# Various menus | Submission Rules

## Submission method

For the logo of the sponsor and the data submission of various sponsorship menus, please visit the application site (URL below). Go to it and upload your data.

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

- \* If there is a problem with the data, the secretariat will contact you.
- \* If you have any questions about the submission format, please contact the SMS Secretariat using the form.

## Color correction

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."

## Submission of printed materials

- Please use complete design submission data. (It cannot be modified or edited by the secretariat.)
- Please submit Illustrator data. Please create with Ver.CC2020 or later.
- When submitting a print advertisement, please "divide the appearance" before submitting.  
When impositioning, if you rotate the data, the effect will not be reflected correctly.
- Please create with data with dragon marks according to each size.  
(If the size is large, you can create it at a reduced size of 1/10.) )
- Please outline all characters.
- The resolution of the data should be created at the actual size of use.  
[Guide MAP] 300~350dpi  
[Except for guide MAP] 200dpi
- When submitting, please attach a PDF of the finished size in addition to the submitted data.
- For Illustrator data, please do not embed the image, but enclose the link file and submit it.
- Specifications vary depending on the sponsorship menu.  
If there is a submitted data format, please create it according to the format.

## Inquiries

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

#### Food Court Sponsorship Inquiry e-mail

**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 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," 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

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

### ■ Liability for Damages

① The 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.

② Rights 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.

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

④ The 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.

⑤ In 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.

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

# TOKYO GAME SHOW 2024 Results

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

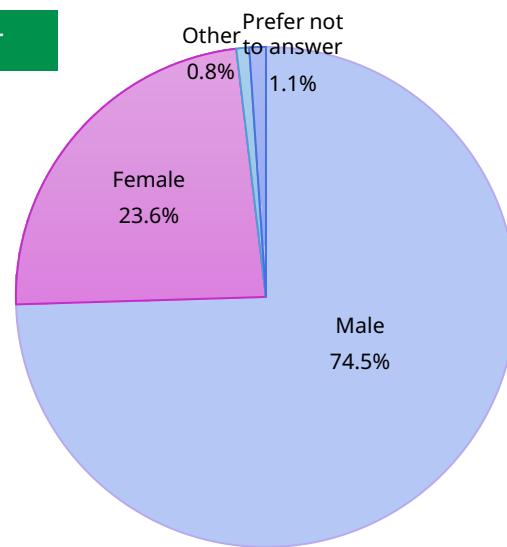
Number of Press Personnel **3,899** people (2023: 3,488 people)

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

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

## Gender



Male approx. 75%

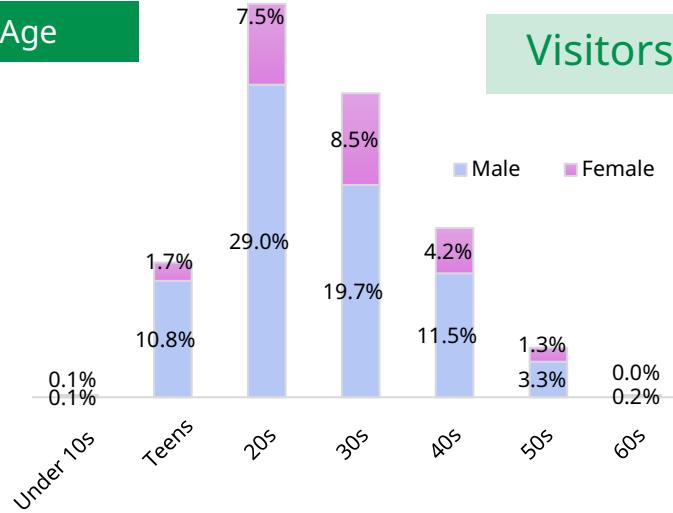
## Occupation

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%

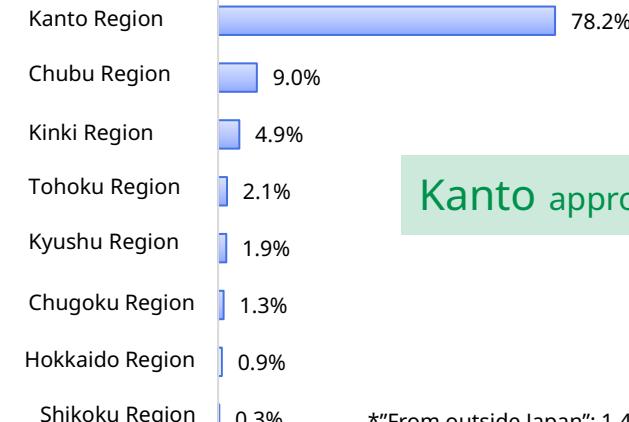
Company Employees  
approx. 55%

## Age



Visitors in their 20s-30s

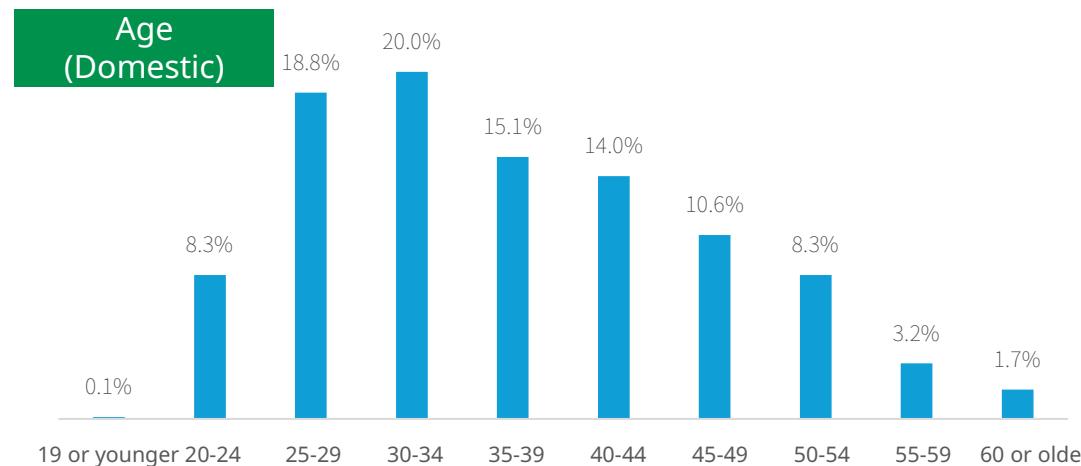
## Region of Residence



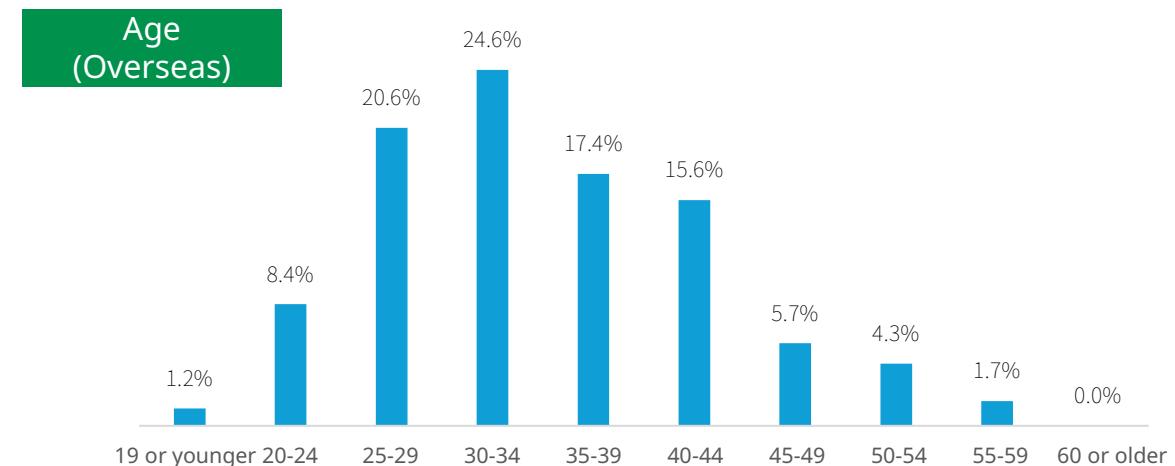
Kanto approx. 80%

\*\*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 X account page for Tokyo Game Show (@tokyo\_game\_show) has 3,767 posts and 95,000 followers. It features the same "ゲームで世界に先駆け" banner as the website. The bio provides information about the show's schedule and encourages questions via the official site. It also mentions the use of Twitter for announcements and links to the official website.

Approximately 95,000 followers

TGS Related  
Videos



The YouTube channel page for Tokyo Game Show (@tokyogameshow) has 8.17万 subscribers and 477 videos. It features the "TOKYO GAME SHOW/東京ゲームショウ" banner. The bio includes links to the official website and other social media. A "Subscribe" button is visible at the bottom.

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



243,238

173,423

69,815

2023

2023

2023

274,739

187,559

87,180

2024

2024

2024

TGS real venue reach is increasing year by year!