

TOKYO GAME SHOW 2025

Special Sponsorship Guide

Ver.03
June 02, 2025

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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 <small>*Source: CESA Game Industry Report 2024</small>

スマートフォン
ゲーム
コーナー

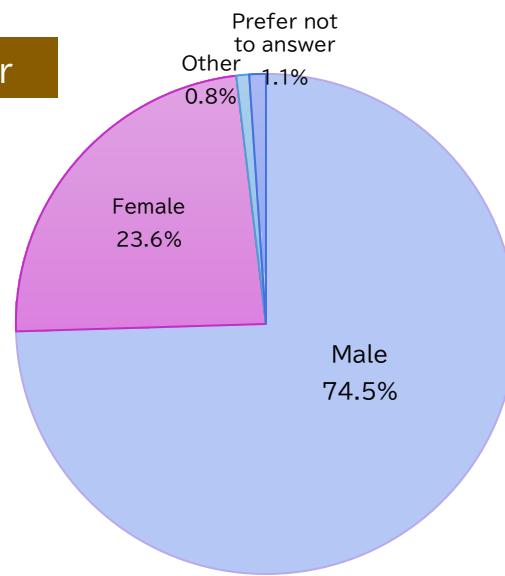
PlayStation

XREAL

REAL VISION

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

Part-time/Temporary/Contract Worker

High School Student

Self-employed/Freelance/Professional

Currently not employed or in school

Full-time Homemaker

Other occupations

Technical/Vocational School Student

Middle School Student

Other Students

Elementary School or younger

55.5%

11.1%

10.9%

6.5%

5.1%

2.8%

2.0%

1.8%

1.7%

1.4%

0.8%

0.5%

Company Employees
approx. 55%

Age



**Visitors in their
20s-30s**

Region of Residence

Kanto Region

Chubu Region

Kinki Region

Tohoku Region

Kyushu Region

Chugoku Region

Hokkaido Region

Shikoku Region

78.2%

9.0%

4.9%

2.1%

1.9%

1.3%

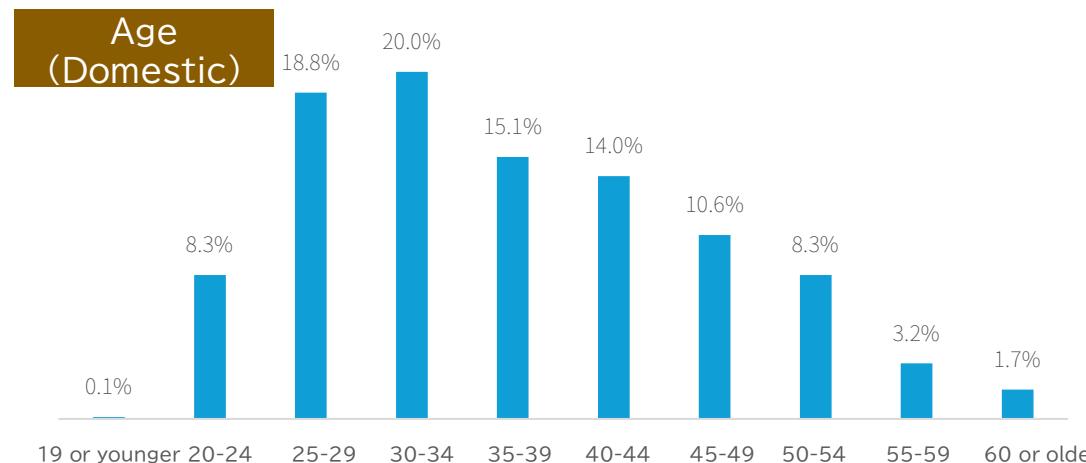
0.9%

0.3%

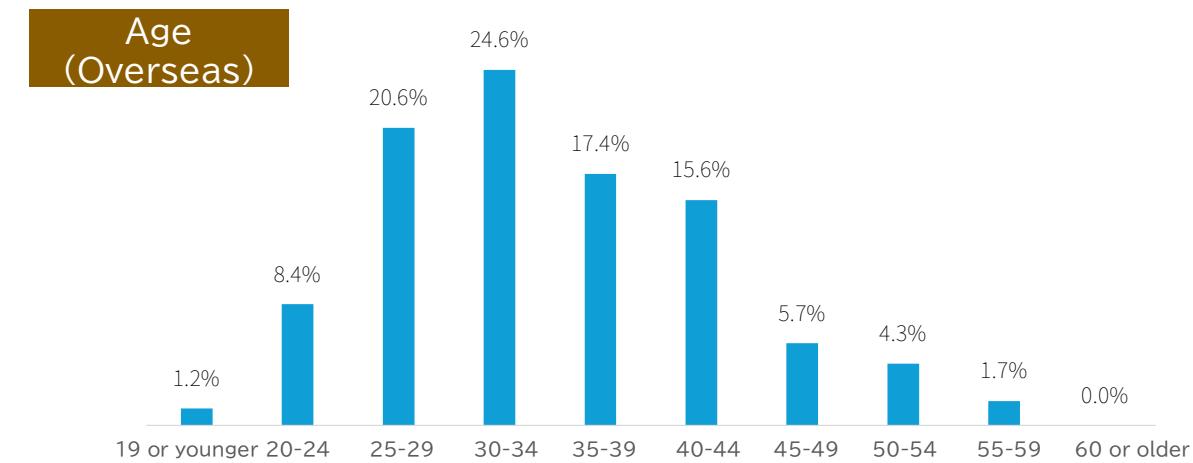
**From outside Japan": 1.4%

Kanto approx. 80%

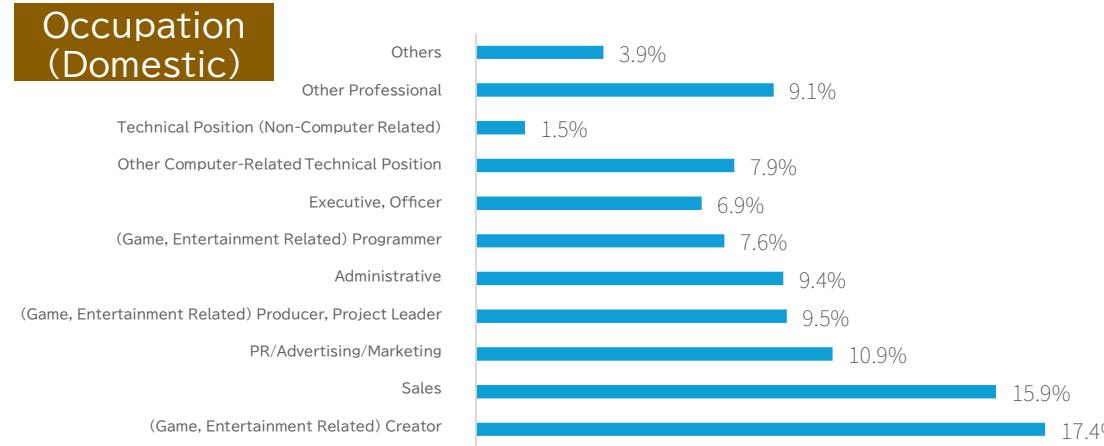
TOKYO GAME SHOW 2024 Performance | Domestic Business Day Visitors & Overseas Visitors



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



TOKYO GAME SHOW／東京ゲームショウ

3,767 件の投稿

ゲームで世界に先駆け

TOKYO GAME SHOW 2024 9.26~9.29

... 🔍 🔍 フォロー中

TOKYO GAME SHOW／東京ゲームショウ

@tokyo_game_show

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

エンターテイメント・レクリエーション Tokyo Japan tgs.cesa.or.jp
2009年12月からTwitterを利用しています

312 フォロー中 9.5万 フォロワー

Approximately 95,000 followers

TGS Related Videos



TOKYO GAME SHOW/東京ゲームショウ

@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

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

138,192

50,665

243,238

69,815

274,739

87,180

173,423

187,559



2022

2023

2024

TGS real venue reach is increasing year by year!

2 TOKYO GAME SHOW 2025

TOKYO GAME SHOW 2025 | Event Overview

Name	TOKYO GAME SHOW 2025
Venue	Makuhari Messe Halls 1-11 + International Conference Hall + Event Hall
Duration	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
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)



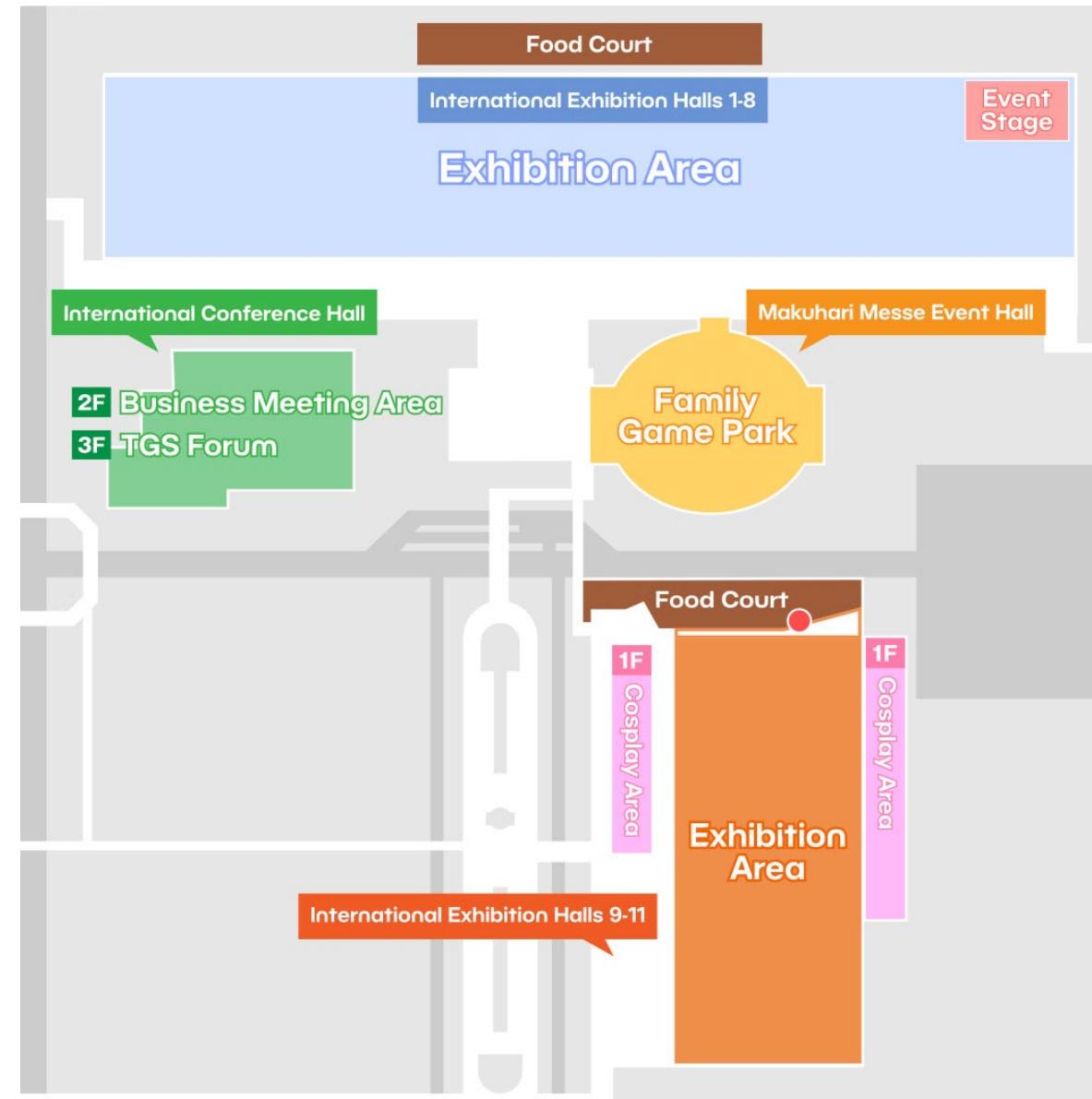
Theme

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

Makuhari Messe Event Hall

Public Day:

September 27 (Sat) 09:30-17:00
September 28 (Sun) 09:30-16:30

3 Special Sponsorship Menu

We offer a variety of sponsorship options to meet the needs of general companies (non-gaming related companies). We offer a sponsorship menu to meet the various needs of general companies (other than game-related companies). Special sponsorship menus eliminate competition in each category. We can customize the menu to meet your needs, please contact the Sony Music Solutions TGS Secretariat.

Special Sponsorship Menu

Sponsorship Categories		PLATINUM	GOLD	SILVER	BRONZE
Number of Slots		SOLD OUT ¥33,000,000	3 slot	5 slot	5 slot
Sponsorship Amount (Tax included)		¥33,000,000	¥22,000,000	¥11,000,000	¥5,500,000
Sponsorship Slots	Company logo & name exposure 1	Official website top	●	●	●
		Posters and other official distributed materials	●	●	●
		General admission ticket face	●	—	—
		Real venue floor map	●	●	—
	Invitation tickets & guest passes 2	Invitation tickets/staff passes/special vehicle permits	300/10/1	200/8/-	100/5/-
		Exhibition booth 3	8 booth spaces *1	6 booth spaces *1	4 booth spaces *1 1 booth Package booth*1
	Event stage 4	Event stage slot provision	1 slot (60 minutes) *2*3	1 slot (60 minutes) *2*3	—
	Advertising Slots	Original media 5	1 slots	1 slots	1 slots
		6	3 slots	3 slots	2 slots
		7	●	●	—
		Ad broadcasting 8	1 slots *3	1 slots *3	1 slots *3



There will be a pre-sale period for Platinum slots only.

Until Friday, February 28 : Only Platinum Sponsors will be handled.
From March : Gold, Silver, and Bronze sponsors will be available.

*1: May not be available depending on timing of decision.

*2: May not be available depending on timing of decision.

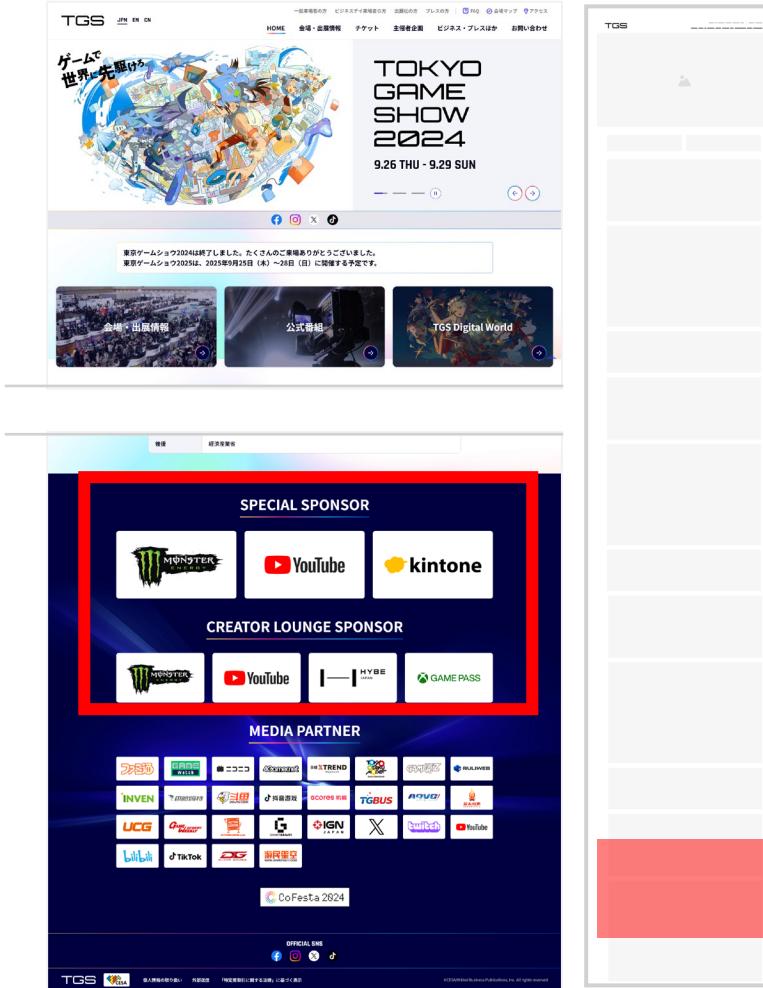
*3: Same content will be broadcast in official program.

Sponsorship Slots | Company Logo & Name Exposure

1

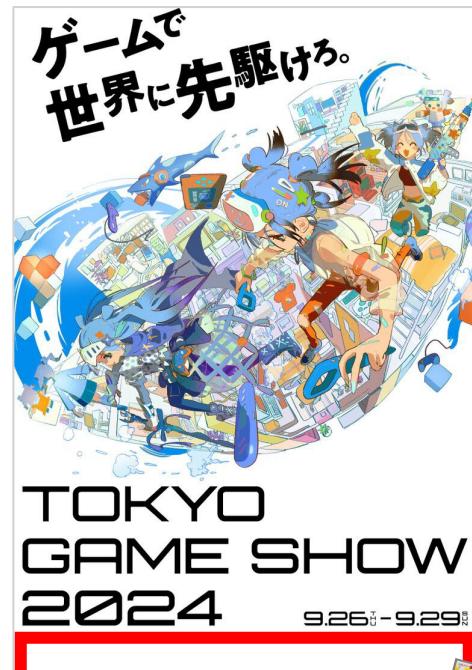
Official Website TOP

PLATINUM
GOLD
SILVER
BRONZE



Posters and other official distributed materials

PLATINUM
GOLD
SILVER
BRONZE

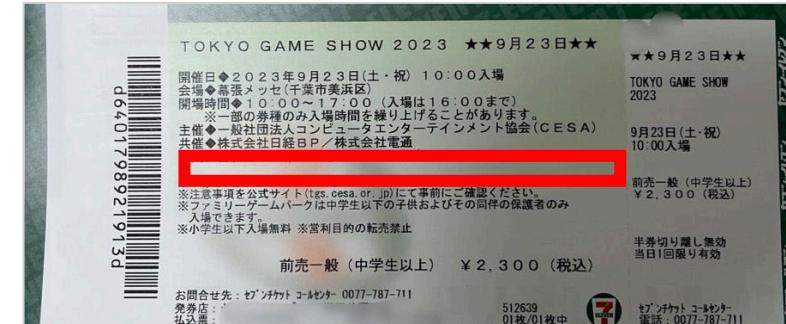


[Posting Period] From site opening until undetermined end date
[Posted Area] PC and SP top page only for inside pages
[Guarantee Form] Period guarantee
[Posting Order] Japanese syllabary order

*Specifications may change without notice.

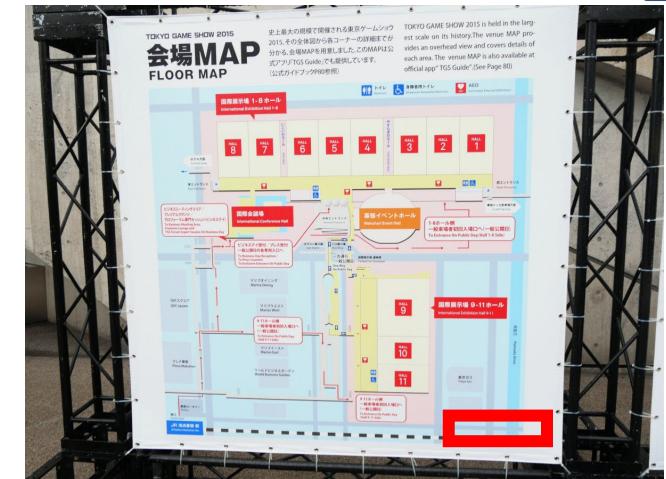
Admission ticket

PLATINUM



Real venue floor map

PLATINUM



Sponsorship Slots | Invitation Tickets, Guest Passes, Exhibition Booths & Event Stage

*Specifications may change without notice.

2

Invitation Tickets & Guest Pass Provision

PLATINUM
GOLD
SILVER
BRONZE



- Number of Tickets Provided
-Platinum: 300 tickets
-Gold: 200 tickets
-Silver: 100 tickets
-Bronze: 100 tickets

Invitation
Tickets

TOKYO GAME SHOW 2023
協会招待者
ORGANIZER'S GUEST

こちらのバッジをお持ちの方は、ホール入口からのご入場となります。
Enter through the entrance of Hall 5.
お名前をお入れください。名刺のご用意がない場合は下記にご記入ください。
Please insert your business card, or fill in blanks below.

会社名/ Company Name
氏名/ Name

Guest Pass

- Number of Tickets Provided
-10 passes
-Gold: 8 tickets
-Silver: 5 tickets
-Bronze: 3 tickets

■ COPY-UNAVAILABLE TOKYO GAME SHOW 2023
1~8ホール 特別車両証
HALL 1~8 MOVE-IN / MOVE-OUT VEHICLE CERTIFICATE

有效期間 VALID PERIOD	搬入 MOVE-IN 9月19日(火) 8:00~20:00 9月20日(水) 8:00~20:00
搬出 MOVE-OUT	9月24日(日) 18:30~22:00
小間番号 Booth #	_____
出展社名 Exhibit Name	_____
車両使用者名・緊急連絡先(携帯電話番号) Name / Mobile Phone /	_____

Vehicle Permit

- Number of Tickets Provided
-Platinum: 1 passes

3

Exhibition Booth Provision

PLATINUM
GOLD
SILVER



- Number of Booth Spaces Provided
-Platinum: 8 booth spaces
-Gold: 6 booth spaces
-Silver: 4 booth spaces
-Bronze: Package booth

Image Path

Exhibition space provided within Makuhari Messe exhibition area for each sponsor.
(Land only.) Location determined by secretariat

4

Event stage slot provision

PLATINUM
GOLD



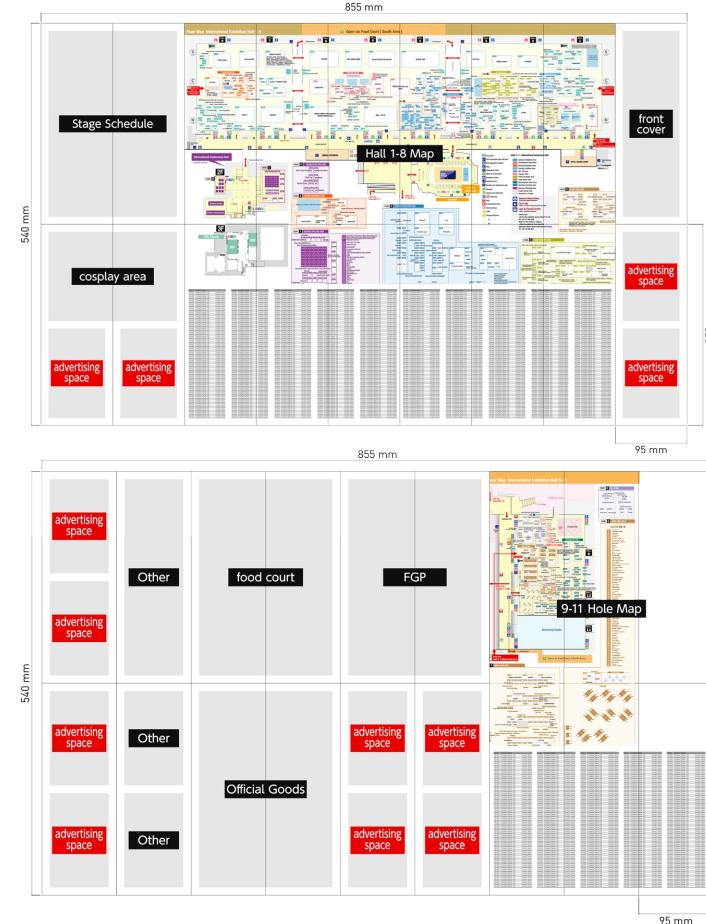
- Event Stage Slots Provided
-Platinum: 60 minutes × 1 slot
-Gold: 60 minutes × 1 slot

Event stage slots at Makuhari Messe provided for each sponsor.
(Slot only. Official program slot with same time also provided.) Event time determined by secretariat

5

Venue Distribution Guide Map

PLATINUM GOLD



Number of Slots Provided

- Platinum: Advertisement slots × 1 slots
- Gold: Advertisement slots × 1 slot
- Silver: Advertisement slot × 1 slot
- Bronze: Advertisement slot × 1 slot

*The above is a proposed layout and may be subject to change.

*Specifications may change without notice.

▼Official Guide Map Advertisement

Specifications	Size
4 colors	W95.5mm × H270mm *projected

Advertisement slots provided for each sponsor.
(Slot only. Posting location determined by secretariat)

*Japanese/English set posting required.

*Posting position determined by secretariat.

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

*Japanese/English layout is the same.

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

*Specifications may change without notice.

6

Official website: various web banners

▼Article Tie-up Advertising Plan



PLATINUM GOLD SILVER

See online advertising guide for details

| 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

Specifications	Size
4 colors	HTML 1 page

Advertisement slots provided for each sponsor.

Data Submission Deadline
May 30, 2025 (Friday)
6:00pm

*Display images are for illustration purposes.
*Specifications may change without notice.

■Slots Provided
-Platinum: 1 slot
-Gold: 1 slot

Advertising Slots | Original Media

*Specifications may change without notice.

6

Official website: various web banners

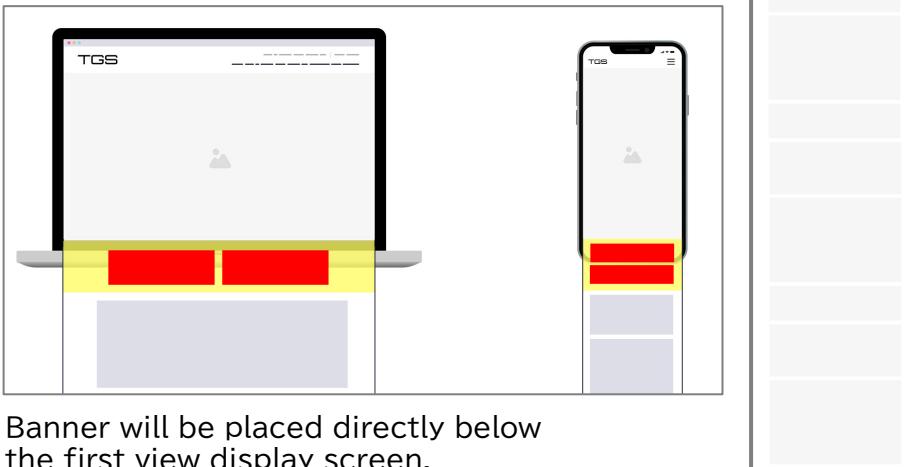
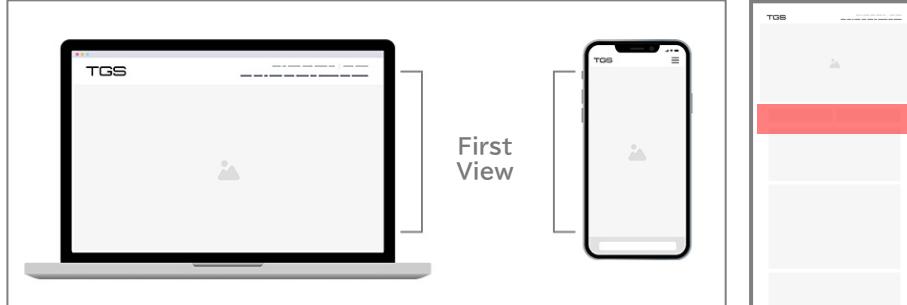
PLATINUM

GOLD

SILVER

See online advertising guide for details

▼TOP First View Bottom Banner

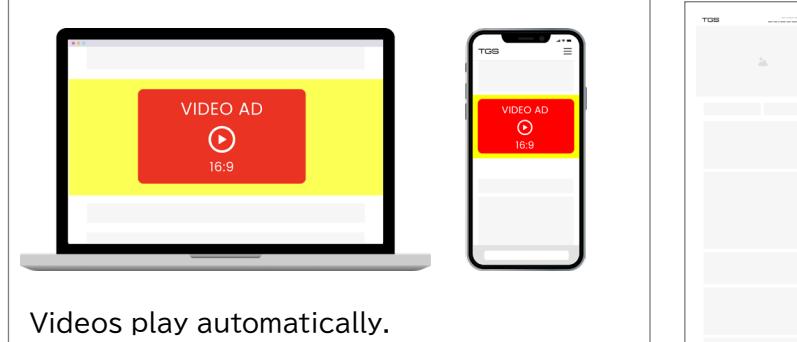


Banner will be placed directly below the first view display screen.

Specifications	Size
4 colors	[Image] 520 horizontal × 100 vertical pixels

Advertisement slots provided for each sponsor. (**Slot only**. Posting location determined by secretariat)

▼TOP Center Video Advertisement



Video Playback Content



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

Slots Provided

- Platinum: Center rectangle × 1 slots
- Gold: Center rectangle × 1 slots
- Silver: First view bottom banner × 1 slots
Center rectangle × 1 slots
- Bronze: First view bottom banner × 1 slots

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

Specifications	Size
4 colors	[Image] 300 horizontal × 250 vertical pixels

Advertisement slots provided for each sponsor. (**Slot only**. Posting location determined by secretariat)

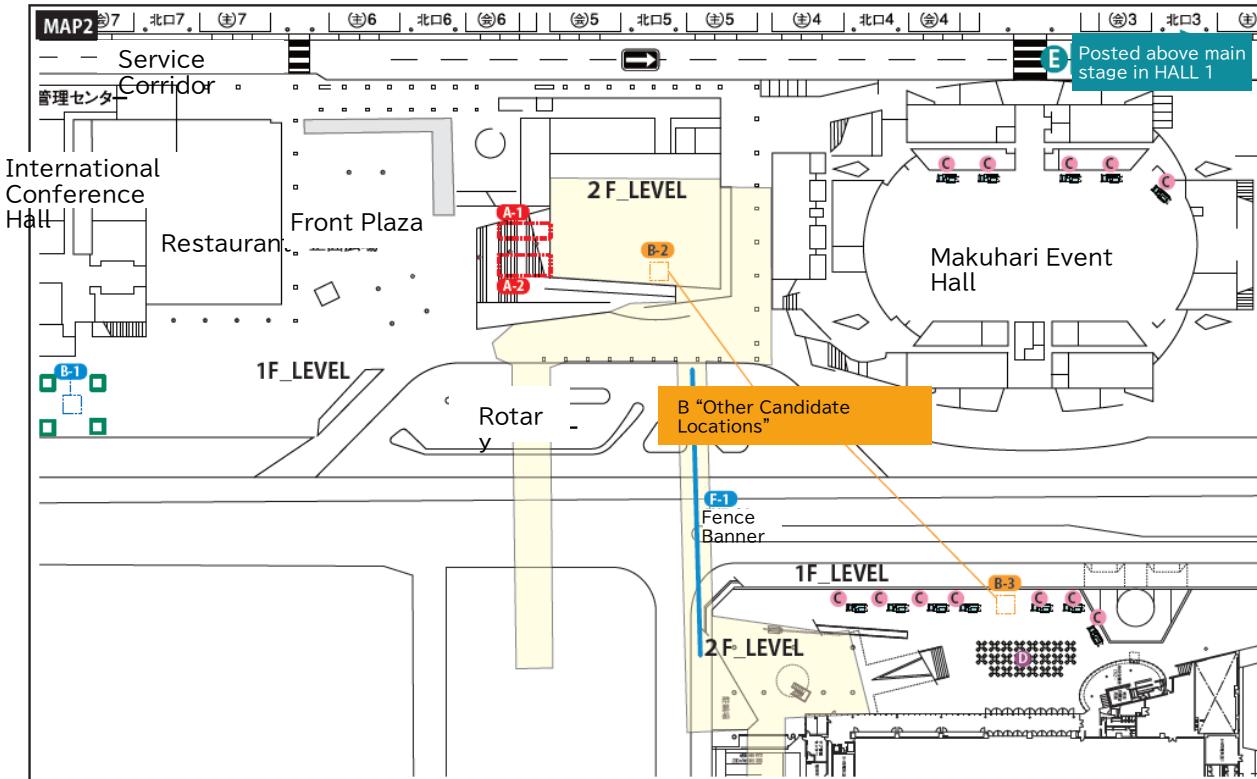
*Specifications may change without notice.

7

Venue sponsor exclusive advertising

PLATINUM

GOLD



Data Submission Deadline
August 8, 2025 (Friday)
6:00pm



Or



or

Specifications	Size
4 colors	A-1 W4000 × H4080 *projected A-2 W6000 × H4080 *projected
	Slot only. Design data submission required. (Posting location determined by secretariat.) *Data: Illustrator data (CMYK)

■ Slots Provided -Platinum: 1 slot

Specifications	Size
4 colors	B-1,2,3 Truss Banner Signs at 4 locations w2000×h3200 (Tarpaulin) 4 locations, 4 sides

Specifications	Size
4 colors	B-1,2,3 Cross Truss Banner Signs w2900×h2900 (Tarpaulin) 8 sides planned

Slot only. Design data submission required. (Posting location determined by secretariat.) *Data: Illustrator data (CMYK)

■ Slots Provided -Gold: 1 slot

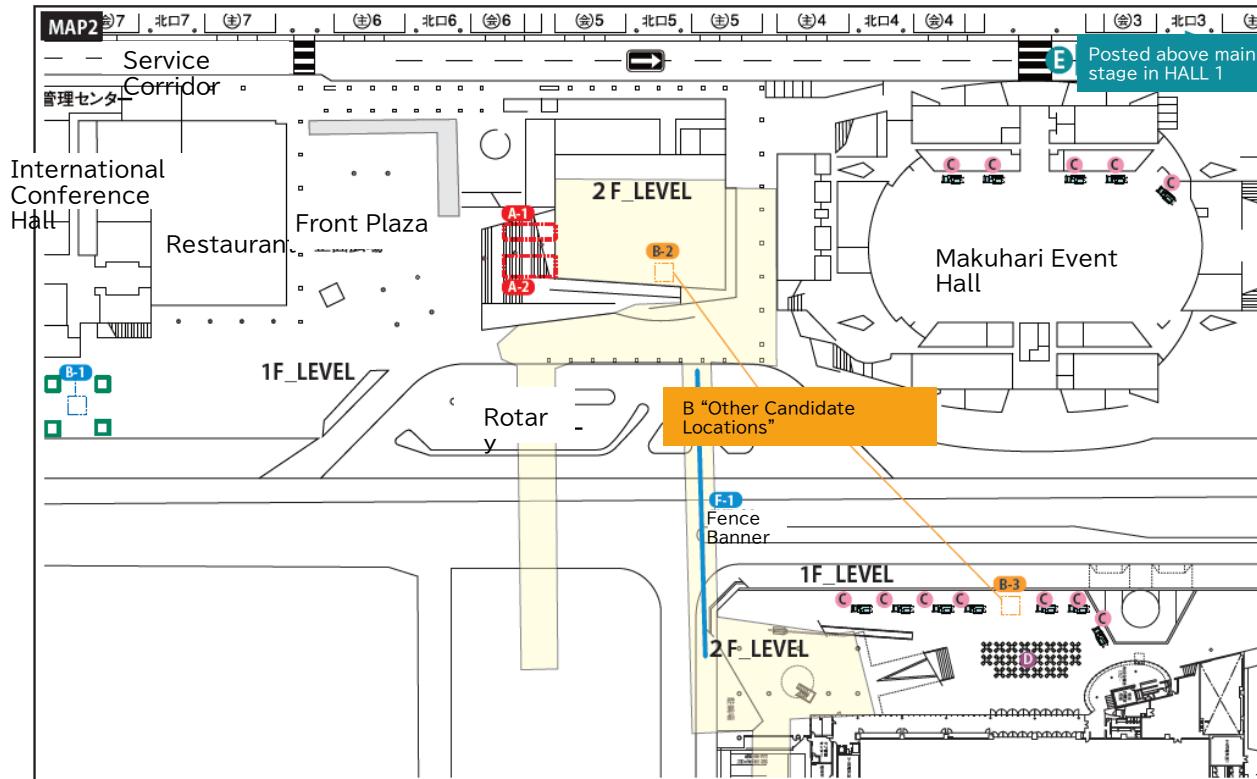
*Specifications may change without notice.

7

Venue sponsor exclusive advertising

PLATINUM

GOLD



Data Submission Deadline
August 8, 2025 (Friday)
6:00pm



Specifications	E Stage Upper Above and Below Board Sign
----------------	--

4 colors W1800 × H2100 *projected

Slot only. Design data submission required.
(Posting location determined by secretariat.)
*Data: Illustrator data (CMYK)

■ Slots Provided
-Platinum: 1 slot



Specifications	F Fence Banner Signs
----------------	----------------------

4 colors w1900×h550 (Tarpaulin)
66 sets planned

Slot only. Design data submission required.
(Posting location determined by secretariat.)
*Data: Illustrator data (CMYK)

■ Slots Provided
-Platinum: 1 slot

*Specifications may change without notice.

8

Event stage intermission ad (15 seconds)

PLATINUM

GOLD



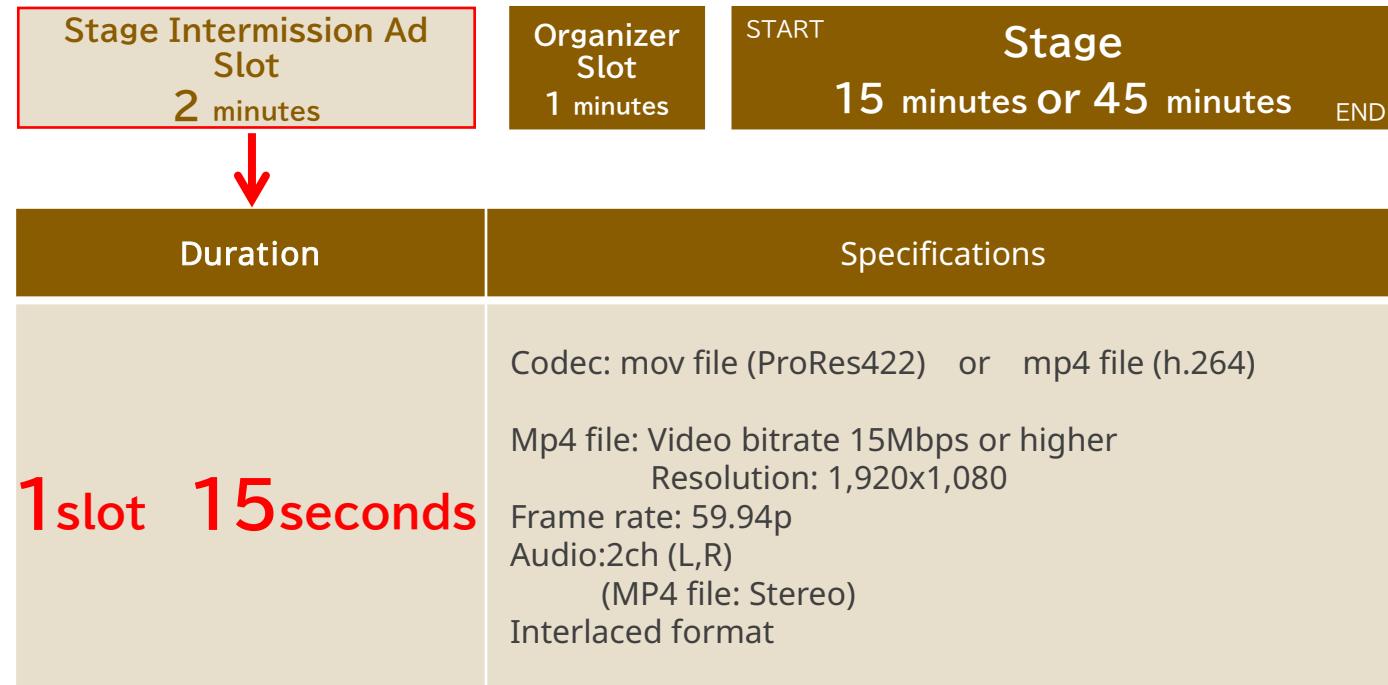
Event stage
*Only before general slots

Official Program

■Number of Slots Provided

- Platinum: Advertisement slots × 1 slots (60 seconds)
- Gold: Advertisement slots × 1 slots (30 seconds)
- Silver: Advertisement slot × 1 slot (15 seconds)
- Bronze: Advertisement slot × 1 slot (15 seconds)

▼Event Stage Intermission Ad Structure



Commercials will be shown before the start of each stage.

*Before the start of the general slots, they will also be shown on the screen above the event stage.
Broadcast timing determined by secretariat.

*Broadcast content will be reviewed by secretariat.

**Data Submission Deadline September 5, 2025 (Friday)
6:00pm**

4 Application & Schedule

Special Sponsorship Menu 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,

Please contact us at tgs-sponsor@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.

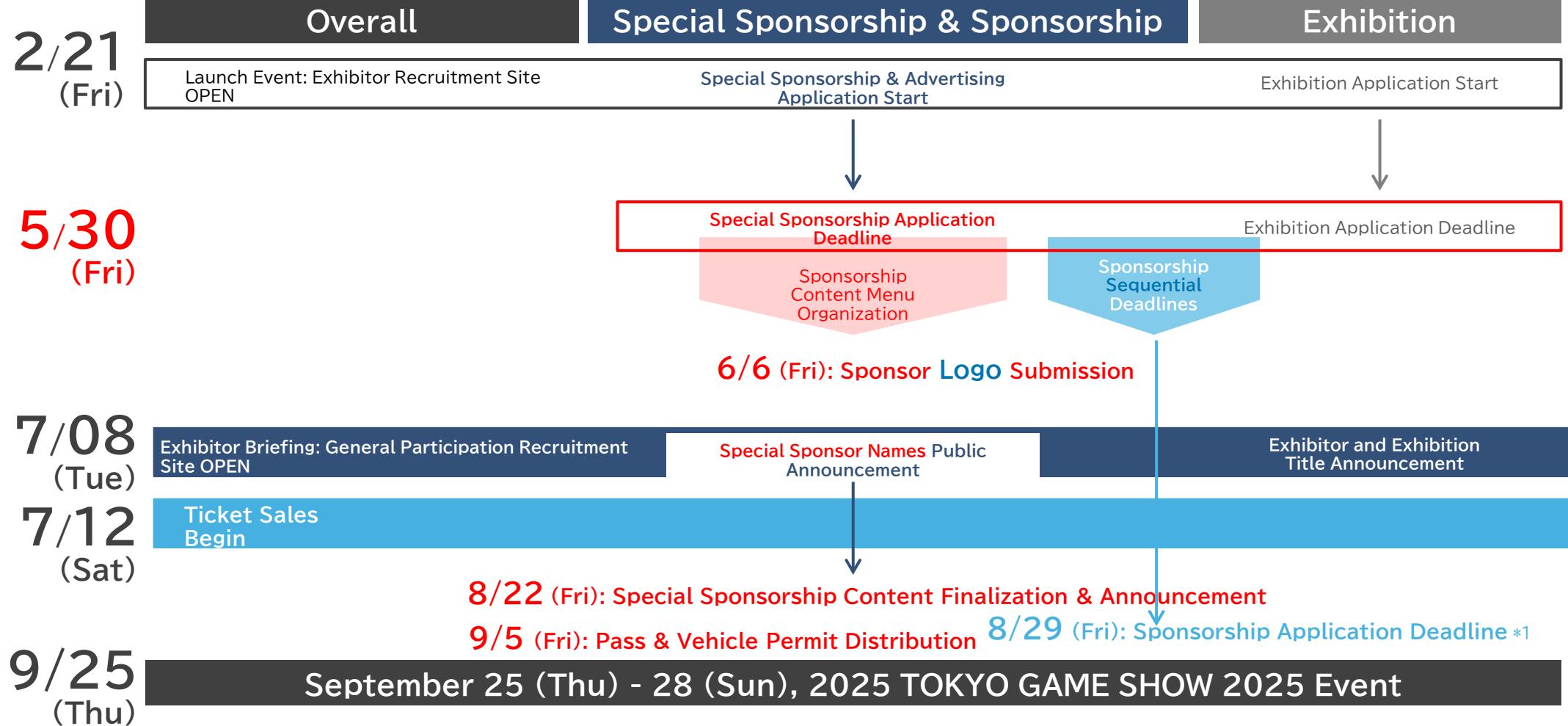
Application Deadline | May 30, 2025 (Friday)
Final Deadline | Aug 8, 2025 (Friday)

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.

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.

*Schedule subject to change. Please note in advance.



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

*1: Deadlines vary depending on sponsorship menu.

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.

Various Menus | Submission Regulations

Web Banner Submission

- 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.

Web Video Submission

- 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.

Inquiries

Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat Special Sponsorship Menu Inquiry e-mail tgs-sponsor@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-sponsor@sms-office.jp and contact us again.

5

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.

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■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.

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■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

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(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.

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■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

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[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

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.