

# TOKYO GAME SHOW 2025

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## Event Stage Guide

Ver.03  
June 2, 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 2025 | 4

# 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)

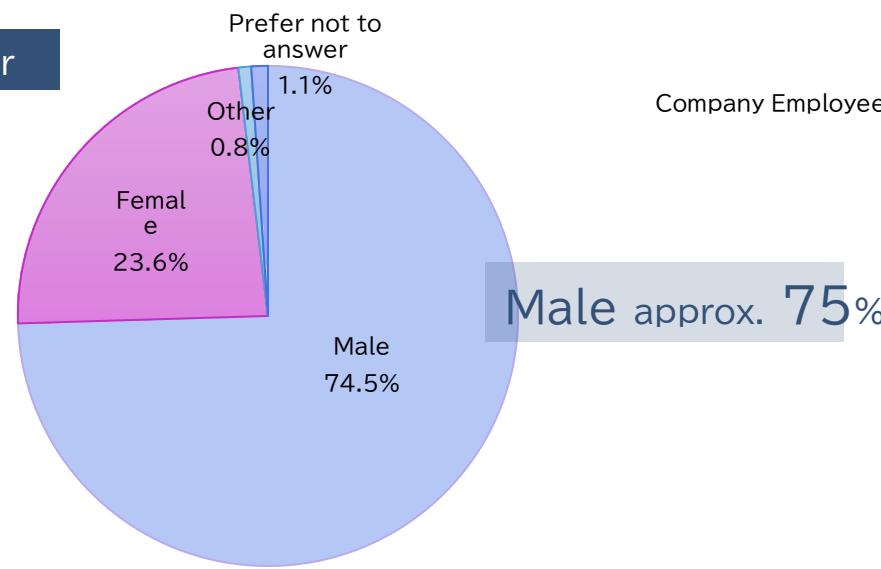
Breakdown TV: 255 / Radio: 112 / Newspapers: 79 / News Agencies: 34 /  
Magazines: 175 / Web: 2,047 / Others: 73

Gaming Industry Approximately **30 trillion** yen market  
size

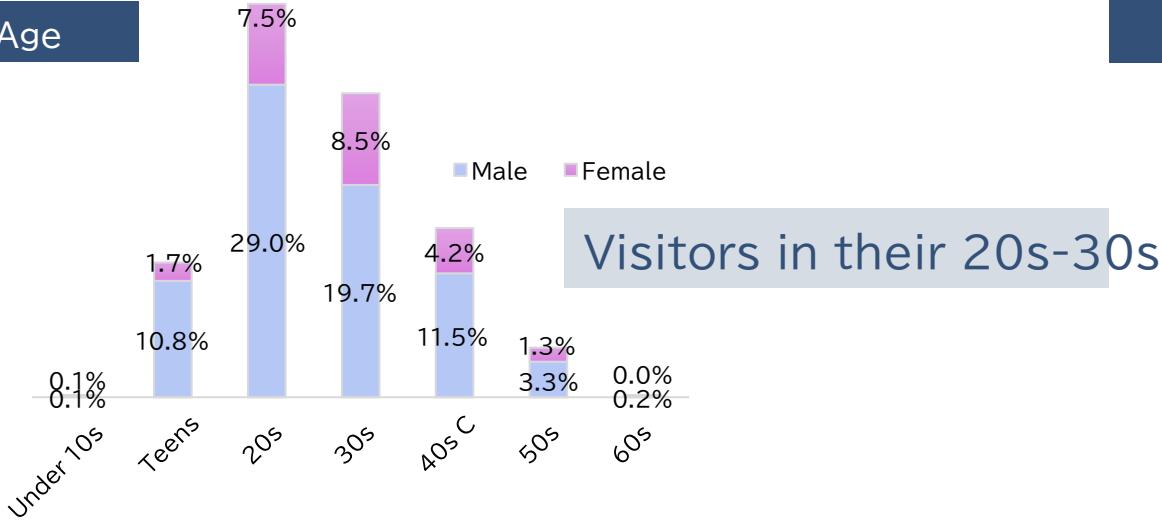
Source: CESA Game Industry Report 2024

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

## Gender



## Age



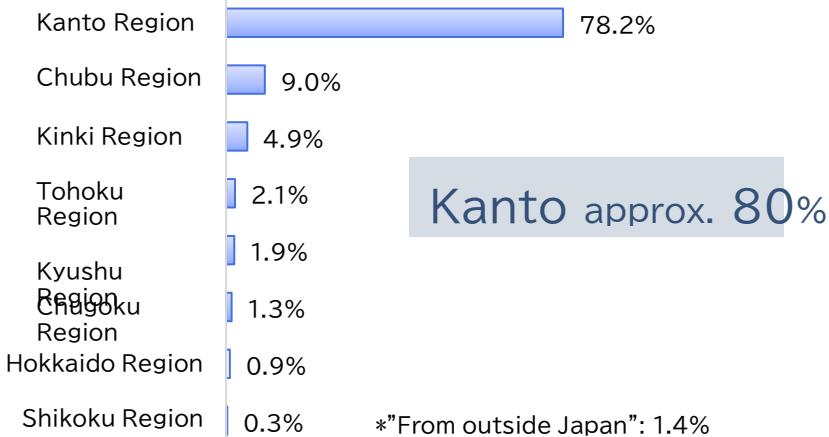
## Occupation

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

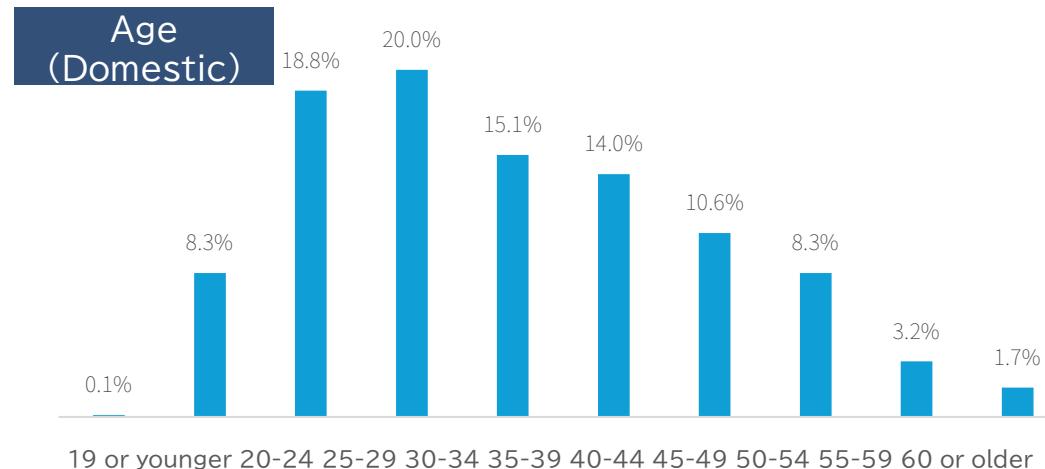
Company Employee/Civil Servant/Organization Staff (including executives)	55.5%
University/College/Graduate Student	11.1%
Part-time/Temporary/Contract Worker	10.9%
High School Student	6.5%
Self-employed/Freelance/Professional	5.1%
Currently not employed or in school	2.8%
Full-time Homemaker	2.0%
Other 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%

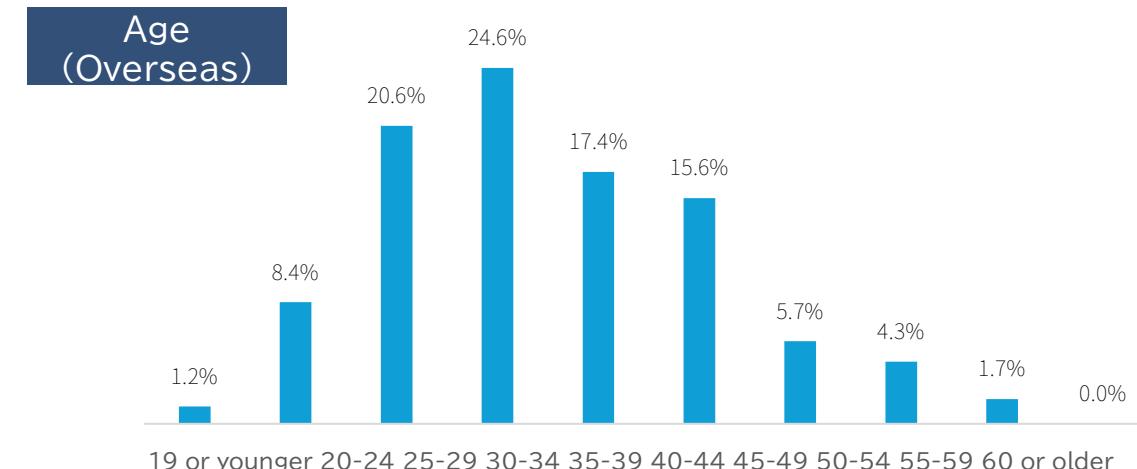
## Region of Residence



# 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



Approximately 95,000 followers

## TGS Related Videos



124 videos posted / approx. 1.5 million views

# TOKYO GAME SHOW Visitor Trends



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	<p>Business Days: <b>September 25</b> (Thu) 10:00-17:00 <b>September 26</b> (Fri) 10:00-17:00</p> <p>Public Day: <b>September 27</b> (Sat) 09:30-17:00 <b>September 28</b> (Sun) 09:30-16:30</p>
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)



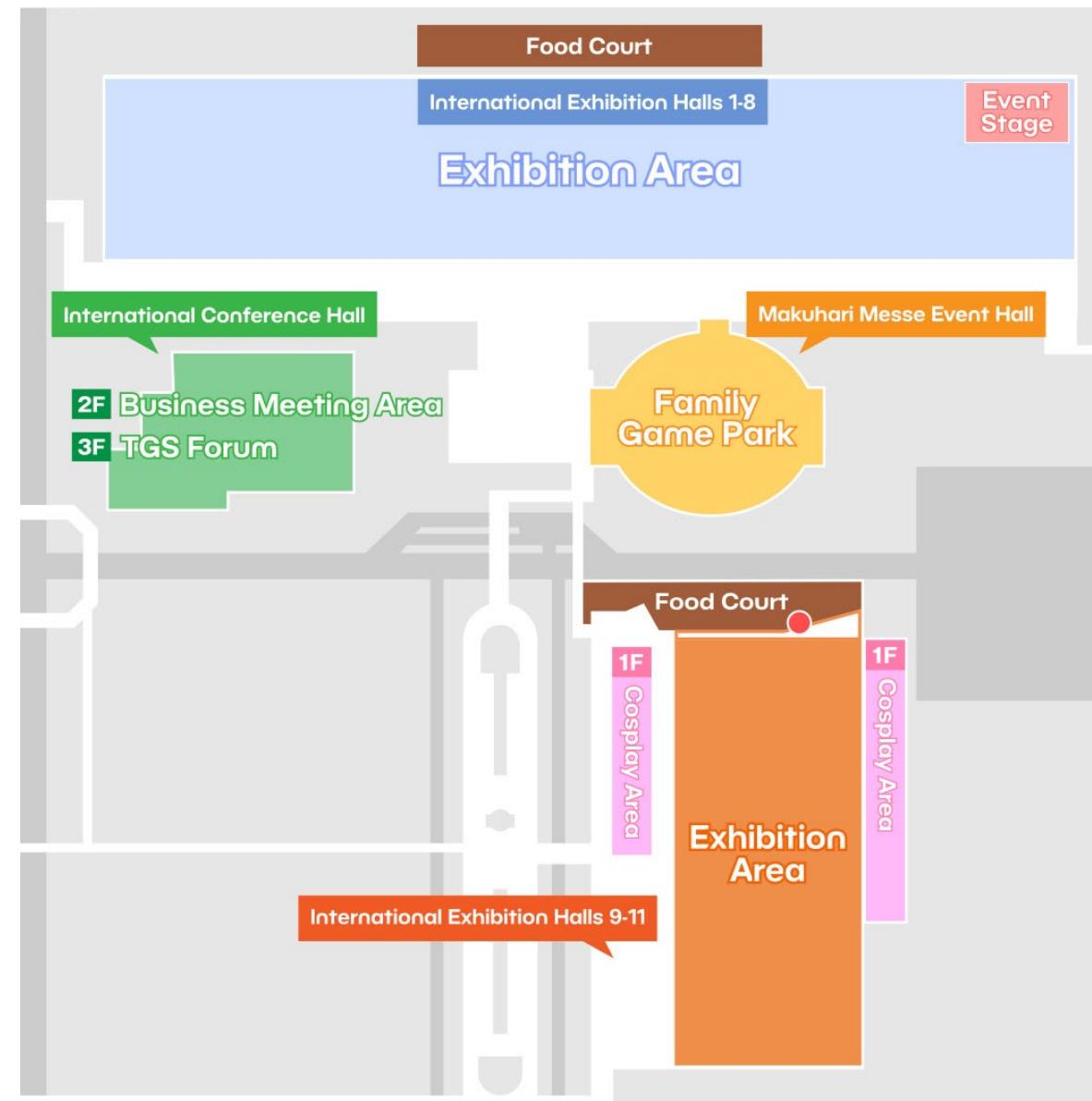
## Theme

# 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

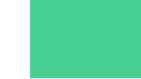
September 28 (Sun) 09:30-16:30



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

## 3 Event Stage Guide

# About Event Stage & Official Program

At TGS2025, as a platform for exhibitors to promote new titles,

**all event stages will be streamed in conjunction with the official program.**

Additionally, from a global perspective, we have prepared 24-hour slots for the official program.

After application, the secretariat will review the stage content details, and we will contact you about implementation feasibility and timing by late June. For exhibitors whose implementation has been confirmed, please participate in the exhibitor briefing scheduled for early July.

## Event Stage + Official Program Set Discount

CESA members: **3,410,000 yen** (tax included) **200,000 yen OFF**

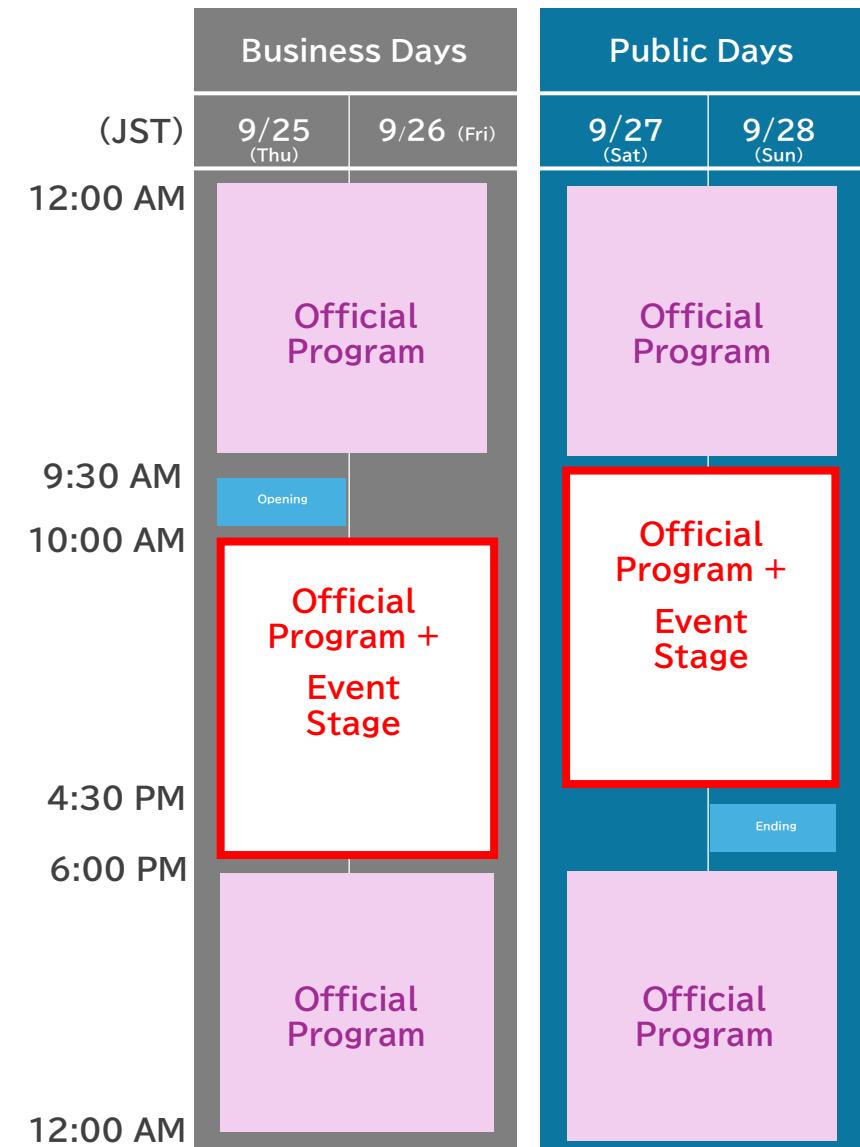
General: **4,125,000 yen** (tax included) **250,000 yen OFF**

Set discount applies, Official Program: 60-minute slot provided,  
slot selection will be given priority.

## Simultaneous Distribution on Video Platforms

**YouTube / X / niconico / Twitch / TikTok / DouYu / bilibili / Douyin**

※Video platforms are subject to change. / ※Distribution to Chinese video platforms may not be possible depending on the content. Please understand this beforehand.



# Event Stage | Overview

Dates

September 25 (Thu), 26 (Fri), 27 (Sat), 28 (Sun)

\*Specifications may change without notice.

Capacity

Seated: approx. 620 seats / Standing: approx. 200 spots (planned)

Specifications

Item	Details
Screen	Main (LED screen)
Video Equipment	Switcher, video playback equipment set, presenter monitor (2 units)
Camera	Live video cameras (2 cameras + 1 fixed stage camera)
Streaming	1 output system available
Audio Equipment	Mixer, speakers, music playback (WAV data MP3 data) 4 wireless microphones (maximum 4 channels of headset or handheld microphones. combination is flexible)

\*The following items are included in the fee:

①Stage usage fee (requested time slot and standard rehearsal time)

②Stage equipment usage fee

\*Special equipment requests may not be accommodated.

\*Equipment operation will be handled by secretariat staff.

\*If additional operation staff is deemed necessary, additional personnel costs may be charged.

\*If bringing your own equipment, cooperation with operation will be required.

\*Audience guidance management at the event stage and official program streaming will be handled by the secretariat.

\*The actual time slot will be determined by the secretariat based on the requested slot, other applications, and organizer slots.

\*Rehearsal time will be provided separately outside of actual performance time. (Generally equal to the length of the usage slot)

\*Please provide video materials in QuickTime ProRes422 or H.264 mov file format at 1080p 59.94fps.

\* There are stairs in front of the stage at Stage Left and Stage Right.

# Event Stage | Menu

Recruitment Period	Item	Time & Content	Fee
<b>First Round Recruitment (First-come-first-served)</b>  • Application Period: 2/21 (Fri) - 5/23 (Fri) • Slots: ①11 slots + ②8 slots *4 slots of organizer programs will be included in ①. *Event time determined by secretariat.	● Event Stage + Official Program (Linked) following amount.  ① General Stage  ② Package Stage <span style="color: orange;">NEW</span>	<b>60 minutes:</b> Stage produced by each exhibitor  *Please consult if secretariat production assistance is needed. (paid)  <b>15 minutes:</b> Package plan suitable for new title introductions  *Production assistance provided by secretariat. (free)	CESA members <b>3,410,000 yen</b> (tax included)  General <b>4,125,000 yen</b> (tax included)  CESA members <b>990,000 yen</b> (tax included)  General <b>1,155,000 yen</b> (tax included)
<b>Second Round Recruitment (First-come-first-served)</b>  • Application Period: 5/30 (Fri) - • Slots: Varies depending on first round recruitment status *Please note that we may not be able to guide you.	● Event Stage + Official Program (Linked)  ② Package Stage <span style="color: orange;">NEW</span>  ● Event Stage  ③ General Stage *Real venue only  ④ Public Viewing Stage <span style="color: green;">NEW</span>  ● Official Program *See "Official Program Guide" * (5) and (6) are for exhibitors who have a track record of official exhibitor programs in TGS2024, and the entry fee is 500,000 yen off from the following amount.	<b>15 minutes:</b> Package plan suitable for new title introductions  *Production assistance provided by secretariat. (free)  <b>60 minutes:</b> Stage produced by each exhibitor  *Please consult if secretariat production assistance is needed. (paid)  <b>60 minutes:</b> Direct broadcast of exhibitor-produced stage  *Can be utilized as public viewing.	CESA members <b>990,000 yen</b> (tax included)  General <b>1,155,000 yen</b> (tax included)  CESA members <b>1,430,000 yen</b> (tax included)  General <b>1,650,000 yen</b> (tax included)  CESA members <b>715,000 yen</b> (tax included)  General <b>825,000 yen</b> (tax included)  CESA members <b>2,200,000 yen</b> (tax included)  General <b>2,750,000 yen</b> (tax included)  CESA members <b>2,200,000 yen</b> (tax included)  General <b>2,750,000 yen</b> (tax included)
	⑤ General Slot (60 minutes) *Complete package pre-delivery  ⑥ Second Round Candidate Slots *Complete package pre-delivery	<b>60 minutes:</b> Official program produced by each exhibitor  *Please consult if secretariat production assistance is needed. (paid)  <b>50 minutes:</b> Official program produced by each exhibitor.  *If ② is not sold out, planned to be sold as additional slots  *Please consult if secretariat production assistance is needed. (paid)	

\*Live music performances cannot be implemented. \*If you wish to purchase Event Stage and Official Program separately rather than as a set, please contact the SMS secretariat.  
\*Regarding (5) and (6), please contact the SMS Secretariat for other distribution methods (simulcasting, relaying from another venue, etc.).

# Event Stage | Timetable

TIME (JST)	Business Days		Public Days		TIME (JST)
	9.25 Thu	9.26 Fri	9.27 Sat	9.28 Sun	
9 am					9 am
15					15
30					30
45	9:30 AM - 10:00 AM OPEN *Cannot be selected		OPEN		45
10 am	OPEN		10:00 AM - 10:15 AM ②Package Stage		10 am
15					15
30	10:30 AM - 10:45 AM ②Package Stage	10:30 AM - 10:45 AM ②Package Stage			30
45					45
11 am	Organizer Stage *Cannot be selected	11:00 AM - 12:00 PM ①General Stage	10:30 AM - 11:30 AM ①General Stage	10:00 AM - 11:00 AM ①General Stage	11 am
15					15
30					30
45			12:00 PM - 12:15 PM ②Package Stage		45
12 pm	12:30 PM - 12:45 PM ②Package Stage	12:30 PM - 12:45 PM ②Package Stage		11:30 AM - 12:30 PM ①General Stage	12 pm
15					15
30					30
45					45
1 pm	1:00 PM - 2:00 PM ①General Stage	1:00 PM - 2:00 PM ①General Stage	12:30 PM - 1:30 PM ①General Stage		1 pm
15					15
30					30
45	2:30 PM - 2:45 PM ②Package Stage	2:30 PM - 2:45 PM ②Package Stage	2:00 PM - 3:00 PM ①General Stage		45
2 pm					2 pm
15					15
30					30
45					45
3 pm	3:00 PM - 2:00 PM ①General Stage	3:00 PM - 2:00 PM ①General Stage	3:30 PM - 4:30 PM ①General Stage	3:15 PM - 3:45 PM ENDING *Cannot be selected	3 pm
15					15
30					30
45					45
4 pm	CLOSE		CLOSE		4 pm
15					15
30					30
45					45
5 pm	5:00 PM - 10:00 PM Rehearsal	5:00 PM - 10:00 PM Rehearsal	5:30 PM - 10:00 PM Rehearsal	4:30 PM - Teardown work	5 pm
15					15
30					30
45					45
6 pm					6 pm
15					15
30					30
45					45
7 pm					7 pm
15					15
30					30
45					45
8 pm					8 pm
15					15
30					30
45					45
9 pm					9 pm
10 pm					10 pm

①General Stage

②Package Stage

7  
slots \*

8  
slots

\*With 4 slots of organizer stages, final total will be 7 slots.

\*The time and number of slots may be adjusted depending on sales conditions.

## Stage slot selection meeting ※ Selection meeting will be held online

Stage slots will be determined at the "Stage (Program) Slot Selection Meeting. At the selection meeting, exhibitors will be asked to select their slots in order of priority.

After the selection of priority①②, exhibitors of priority ③④ will be notified of available slots in the order. Please note that if there are a large number of applications, the stage slots may be filled before the order of selection. Only when there are no more slots available for selection, the exhibition will be cancelled without cancellation fee. Please understand this beforehand.

## Stage slots selection meeting Priority①②③:June 20th(Fri) / Priority④⑤:July 4th(Fri)

### Priority of stage slots selection

Priority① In order of application for set sales

Priority② Platformer for home video game consoles

Priority③ Exhibitors with an attendance in the TGS 2024 official exhibitor program

Priority④ General exhibitors of TGS2024

Priority⑤ Other exhibitors

※In case of the same conditions,

As for the selection order of priority①②③, priority will be given in the following order: "exhibitors with the largest number of slots for the official exhibitor program in 2024," "exhibitors with onsite exhibits in 2025 and the largest number of booth spaces," "exhibitors who met the deadline for exhibitor applications," and "CESA member companies. If the same conditions are still met, the "Lottery" will be held.

In the order of priority ④⑤, priority will be given to "exhibitors who have onsite exhibits in 2025 and have the largest number of booths," "exhibitors who have met the deadline for exhibitor applications," and "CESA member companies," in that order. If the same conditions still apply, a "lottery" will be held.

※ One slot per company (50 or 110 minutes). However, if there are available slots at the time of the selection meeting, multiple slots (50 minutes per slot) are available.

※ Priority may be given to the organizer's or sponsor's slots.

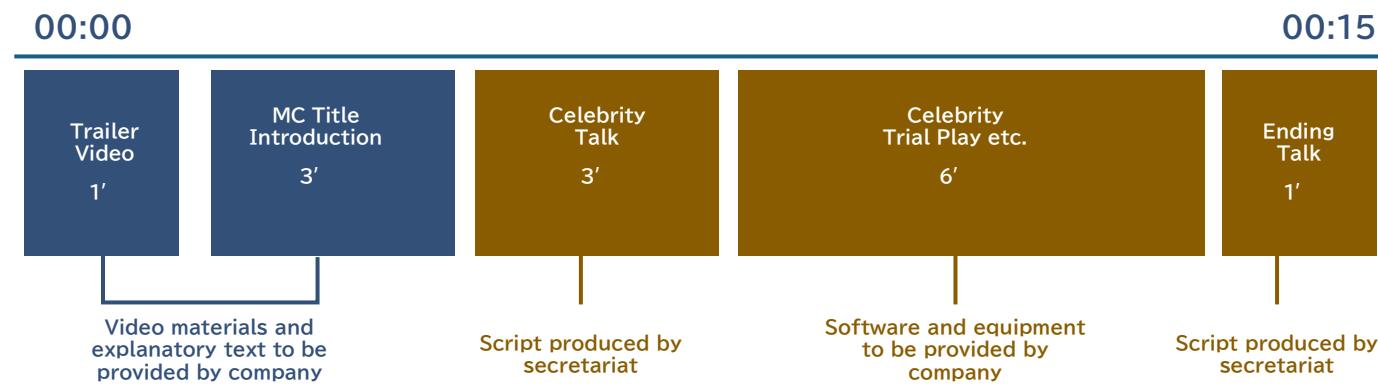
## ②Package Stage

NEW

Just submit trailer video and overview text, and the secretariat will stage it.

Even if exhibitors don't have a stage at their booth or can't do stage presentations,  
they can effectively promote their content.

Time Slot	15 minutes
Fee	CESA members: 990,000 yen (tax included) General: 1,155,000 yen (tax included)
Purchase Limit	No limit *Multiple slots can be purchased
Structure Image	



- \*Script production, celebrity assignments, and all stage management will be handled by the secretariat.
- \*MCs and celebrities will be famous persons arranged by the secretariat, such as official supporters and official influencers.
- \*If you wish to use celebrities not arranged by the secretariat, please arrange them on the exhibitor side.

## ④Public Viewing Stage

NEW

Direct broadcast of stages being held at exhibitor booths.

In addition to reducing crowding in exhibitor booth viewing areas, it can be used cost-effectively as another PR and approach opportunity for TGS visitors.

Time Slot

60 minutes

Fee

CESA members: 715,000 yen (tax included)  
General: 825,000 yen (tax included)



## ⑥Second Round Candidate Slots

\*Complete package pre-delivery

NEW

If ② is not sold out, it will be **sold as additional slots for the official program** and will be

live-streamed at the event stage.

Can be utilized as another PR and approach opportunity for TGS online viewers.

Time Slot

50 minutes

Fee

CESA members: 2,200,000 yen (tax included)  
General: 2,750,000 yen (tax included)



[TGS2024] TGS2024 カプコンオンラインプログラム

TOKYO GAME SHOW/東京ゲ...  
チャンネル登録者数 8.17万人

チャンネル登録

843

共有

オフライン

...

## Regarding Rights Processing

Exhibitors must obtain permission and process necessary rights for videos, presentation materials, music, etc. prepared by exhibitors to ensure they do not infringe on copyrights or other rights of third parties.

If problems arise regarding third party rights infringement or if third parties suffer damages as a result, the exhibitor shall be responsible for handling the response.

## Regarding Organizer Promotion

- After distribution of "Official Programs," video materials may be used for the TGS official site, social media, and future TGS promotion.
- Content (including created materials) and images that the TGS Secretariat interviews, photographs, and records during the event period may be used for the TGS official site, social media, and TGS promotion.

## Caution when distributing titles equivalent to CERO "Z" rating

When distributing "Official Programs," titles equivalent to CERO "Z" rating must strictly comply with CESA's "Advertising Guidelines for 'Age 18 and over' Home Video Game Software."

<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

When titles equivalent to CERO "Z" rating are included in the program, please do not record "depictions corresponding to Z (Age 18 and over) \*such as body separation/loss or sexual expressions" as pointed out by CERO.

If there are titles equivalent to CERO "Z" rating, please submit video of only those applicable titles by "**Friday, August 29**" for secretariat review. We will check game video recording content in advance, and depending on the content of expressions, we may request program content modifications. If modifications are difficult or cannot meet the deadline, it may not be possible to distribute as part of the official program. Please note in advance.

Also, when titles equivalent to CERO "Z" rating are included, please display the CERO Z mark or indicate that it is an "Age 18 and over product" at the beginning of the program or before the applicable title.

\*For rules regarding "Z" rating, please contact the secretariat for details

# I Event Stage | Notes on Stage Production

## Archive of "Official Exhibitor Programs" on TGS Official Channel etc.

The "Official Program" will be archived on TGS official channels etc. after live streaming.

For archiving, please obtain permission in advance from exhibitors for videos, presentation materials, music, guests, etc. prepared by exhibitors, assuming archiving.

\*Except when archiving is not possible

## Complete package delivered content will be checked by the secretariat in advance

⑥If the secretariat determines that there is a problem with the content of the complete package delivered as an “official program” in a slot released for the second round of applications, we may ask you to make corrections or stop or cancel the live delivery.

## Other Supplementary Items

- ⑥Second round candidate slots are first-come-first-served.
- Streamed programs will be archived on official channels of each video platform. If archiving is not possible, please notify us in advance.
- Additional streaming costs (transmission costs) will be incurred for streaming from exhibitor booths in Makuhari Messe venue or separate studios.
- Prior recording/editing (organizer production) is available as an option (paid) if desired. Prior recording schedule to be determined through consultation.

## English Simultaneous Interpretation Version Streaming

- To strengthen information dissemination overseas, an English simultaneous interpretation version arranged by the organizer will be streamed parallel to the original version. (Included in participation fee)
- The organizer will arrange English simultaneous interpreters. Simultaneous interpretation in languages other than English are available as an option (paid).
- If translations of special terms are needed, please submit a translation term list in advance.  
If no list is submitted, the secretariat will interpret and stream accordingly.

## About Terms

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

## Offer to Exhibitors

The following contents, services and functions will be provided to exhibitors.

- Official program titles will be posted on the “Official Program Schedule (tentative)” page.  
The Official Program Schedule page will also link to the website you have set up.
- Japanese, English, Chinese (simplified and traditional), and Korean will be provided on the official program title page.
  - \* Information in Japanese, English, Chinese (simplified and traditional characters), and Korean to be provided by each company will be posted on the official program title page.
  - \* Please refer to the application website (<https://tgs-system.com/>) for details (official program title, contents, etc.).

# Event Stage & Official Program | Intermission Ad Slot (15 seconds)



Event stage  
\*Only before general slots



Official Program

## ▼Event Stage Intermission Ad Structure



Duration	Specifications	Fee tax-included
<b>1 slot 15seconds</b>	Codec : mov file (ProRes422) or mp4 file (h.264) Mp4 file : Video bitrate 15Mbps or higher Resolution : 1,920x1,080 Frame rate : 59.94p Audio : 2ch (L,R) (MP4 file: Stereo) Interlaced format	<b>550,000 yen</b>

- 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 and order will be determined by the secretariat.
  - Applications will be accepted on a first-come, first-served basis.
  - There are no purchase limits.
- \*Broadcast content will be reviewed by secretariat.

Data Submission Deadline | September 5, 2025  
(Friday) 6:00 PM

## 4 Application & Schedule

## Application

# Event Stage Application Site



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

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

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

Please note that responses may take some time.

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

The sponsor agrees that this completes the sponsorship contract.

## Inquiries

**Sony Music Solutions (SMS) TOKYO GAME SHOW Secretariat  
Special Sponsorship Menu Inquiry e-mail  
[tgs-stage@sms-office.jp](mailto:tgs-stage@sms-office.jp)**

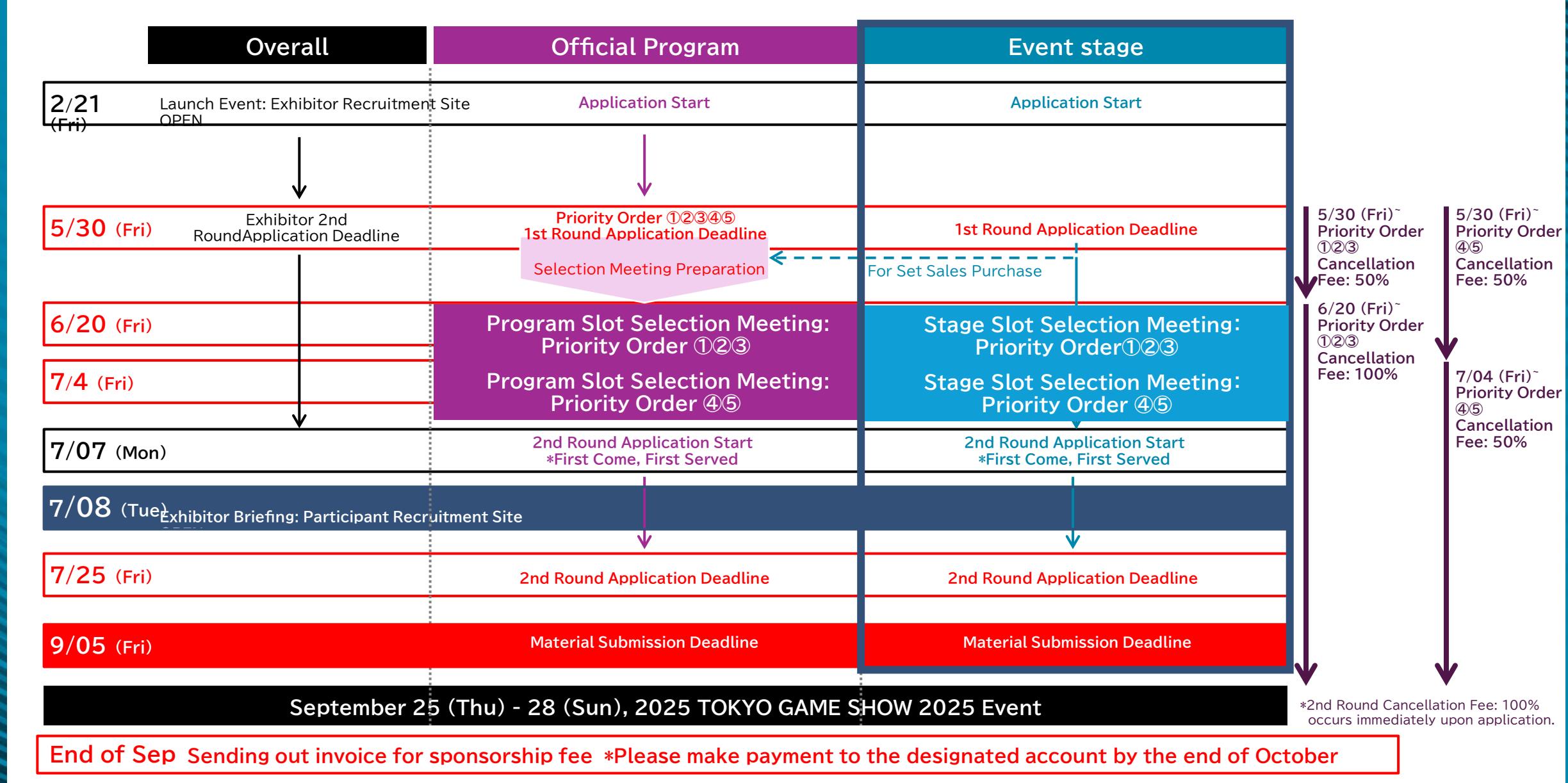
\*We will contact you within 3 business days of receiving your inquiry.

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-stage@sms-office.jp](mailto:tgs-stage@sms-office.jp) and contact us again.

# Schedule

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



# 5

## 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.

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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

# 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.