

# TOKYO GAME SHOW 2025

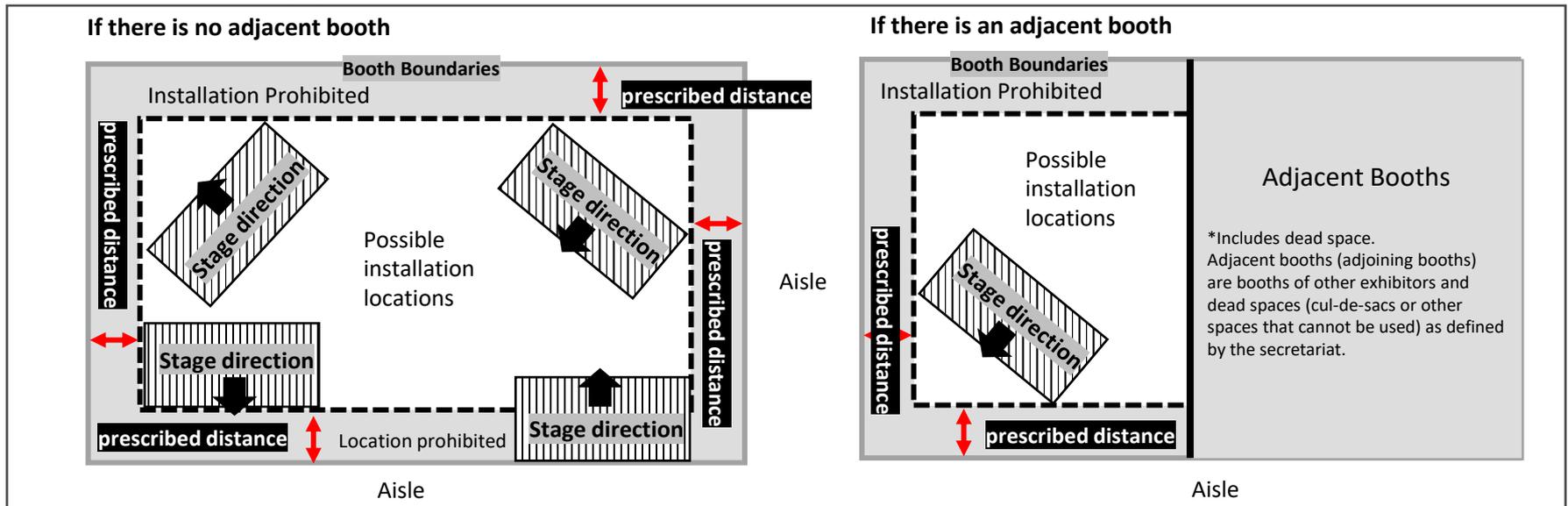
Regulations for booth  
constructions and operations

2025.02.21

**It contains regulations necessary for the preliminary stages of booth construction and operation.  
Please confirm the details of the exhibition and consider exhibiting.**

# Booth Stage, Video Displays, and Trial Play Stands

When setting up a stage, video display, or test stands facing the aisles in your booth, please **SET THEM BACK** the specified distance from the aisles (the portion shown below) according to the number of booths in order to reduce congestion and ensure safety.



The setback varies depending on the exhibits and the number of booths.

**① When installing a stage (stage height less than 1m)**

- Number of booths = 1 to 20 booths / **2m** or more
- Number of booths = 21-41 booths / **4m** or more
- Number of booths = 42 or more booths / **6m** or more

**② When installing a video display**

- 50" to less than 80" / **1m** or more
- 80 inches or more / **2m** or more

**③ When setting up a test stand**

- 0.5m** or more

**Additional Regulations (stage setback special provisions)**

For exhibitors with 42 or more booth spaces who install a stage of 12m or less in width on the longitudinal side of the booth and 7m or less in width on the shortitudinal side, **the specified distance (setback) shall be 7m or more if the stage height is 1m or more.** If the stage height is less than 1m, the setback shall be 5m or more as before.

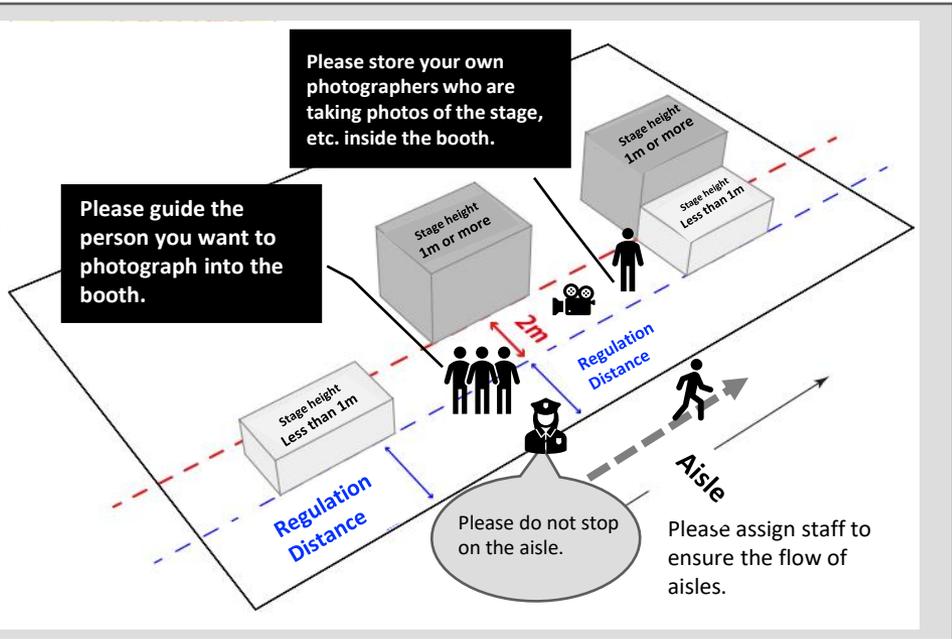
\*If you give an explanation or demonstration in front of the video display, it will be treated as if you were on stage.

\*A space for performances and demonstrations is considered a stage even without stage construction.

There have been many cases of visitors on the general aisles stopping to take pictures of stage effects and photo spots, blocking the aisles. In order to keep visitors inside your booth and create an environment conducive to photography, setback regulations from the aisles will be established according to the height of the stage.

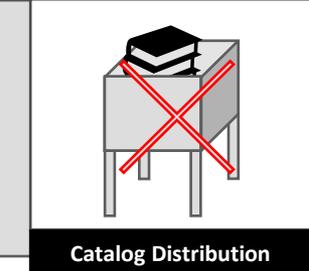
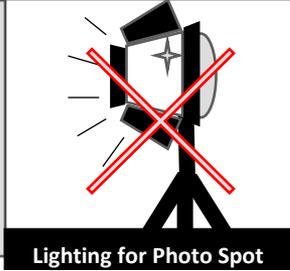
◆ Setback distance from the aisle changes according to the stage height

|                         | Stage height<br>Less than 1m                             | Stage height<br>More than 1m                             |
|-------------------------|--|--|
| 1 to 20<br>booths       | Installation is Prohibited<br><b>2 meters</b> from Aisle | Installation is Prohibited<br><b>4 meters</b> from Aisle |
| 21-41<br>booths         | Installation is Prohibited<br><b>4 meters</b> from Aisle | Installation is Prohibited<br><b>6 meters</b> from Aisle |
| 42<br>booths<br>or more | Installation is Prohibited<br><b>6 meters</b> from Aisle | Installation is Prohibited<br><b>8 meters</b> from Aisle |



**Objects that must not be installed on aisles**

These fixtures cannot be placed on general passageways, including the visitor management area (see right).



# Regulations regarding the installation of stages, video displays, and test stands in the booth

## Exceptions to the setback rule

The distance to the side of the stage (setback) is not limited to the specified distance (setback) only when a wall that meets the following criteria is provided on the side of the stage.

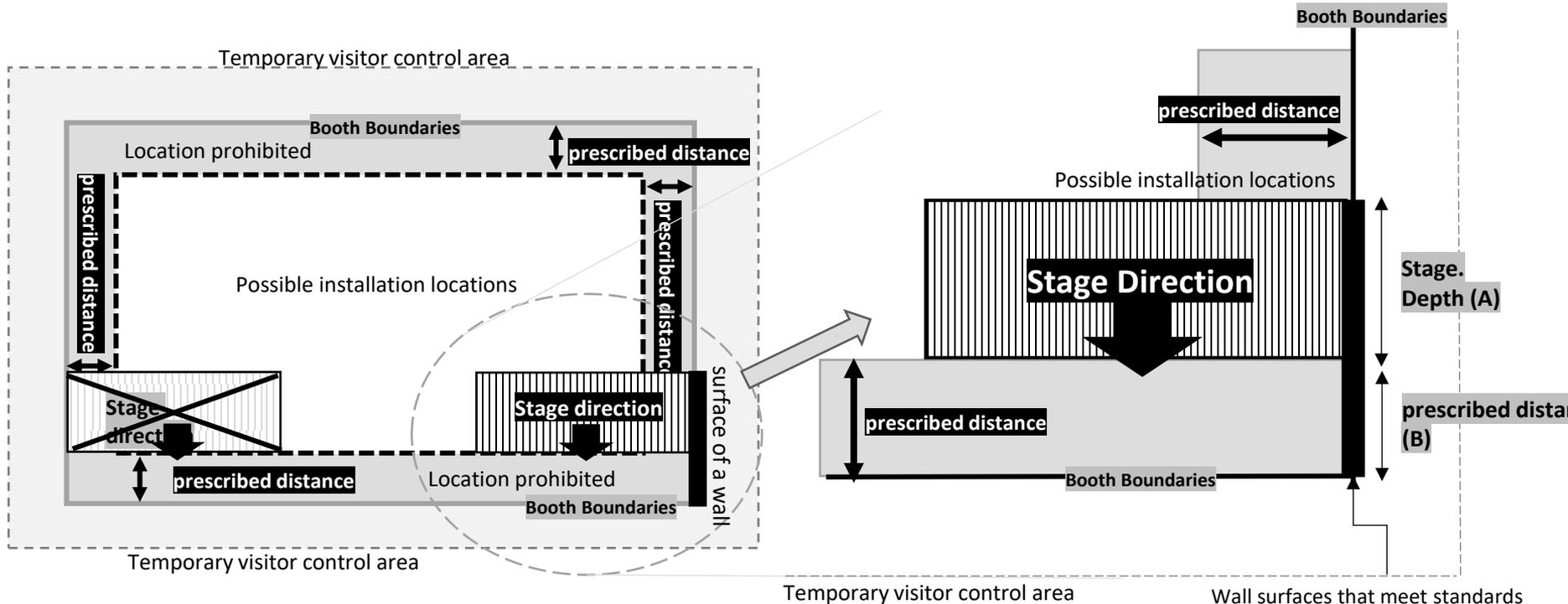
### Wall surface standards

The object must block the view (transparent or translucent is not acceptable).

Located on the side from the back of the stage to the front of the stage

The width is more than "stage depth (A) + setback distance (B)"

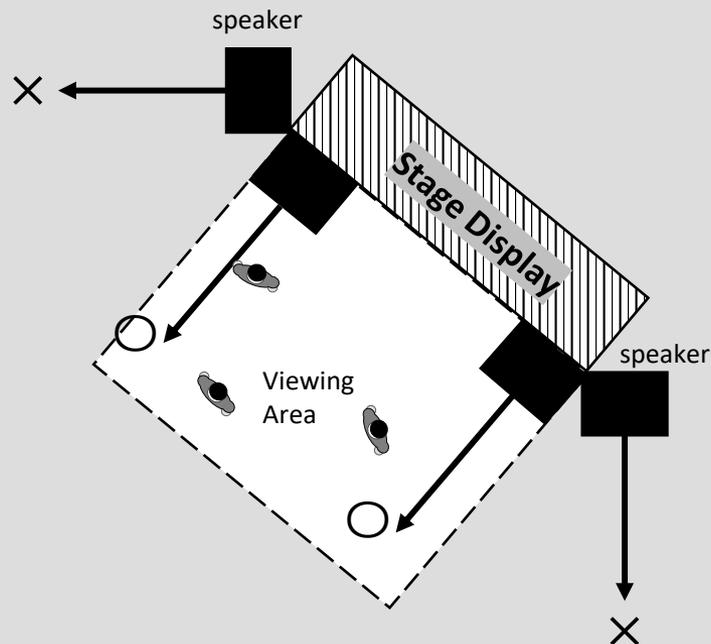
The height of the stage must be greater than or equal to the height of the structures on the stage (excluding lights and speakers)



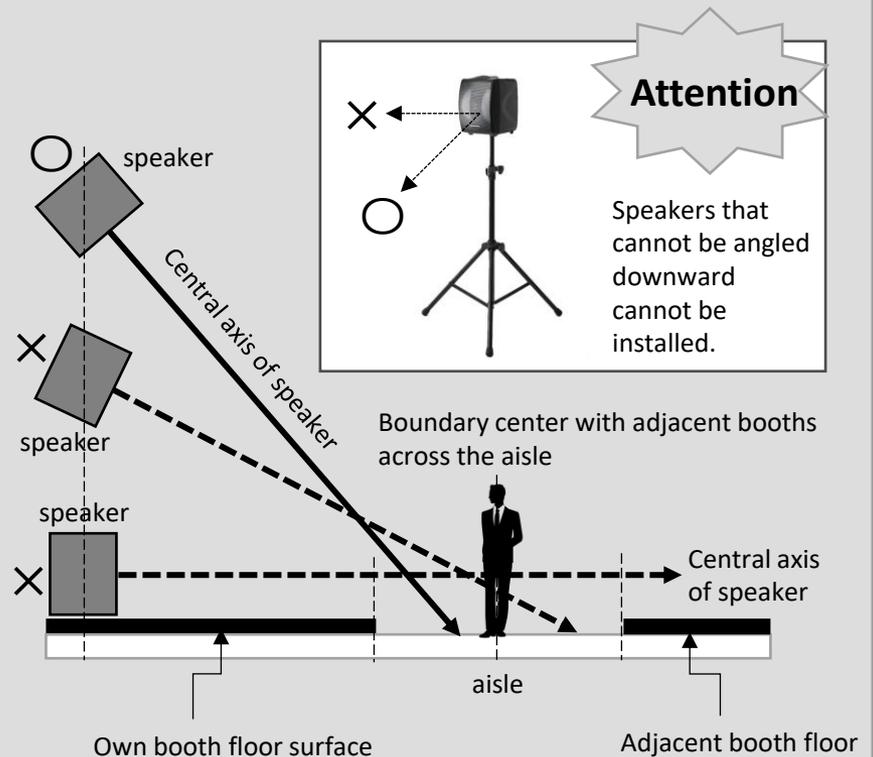
## Speaker Installation Regulations

If the secretariat determines that there is a problem with the volume, sound quality, or direction of the booth, for example, if there are complaints from visitors or if the booth is affecting other booths, the secretariat will make a recommendation for improvement. Please follow the recommendation for improvement as soon as possible.

1) The speakers should be positioned and oriented so that they are **parallel to or within the front of the stage or video display**.



2) If speakers are installed facing the aisle, **the center axis of the speaker must not exceed the centerline of the boundary with the adjacent booth across the aisle**. The same applies when speakers are incorporated into molding.



# Guidelines for exhibiting and displaying other companies' products and services in your booth

The Tokyo Game Show prohibits the display of products and services not directly related to games. However, there are some exceptions. If you wish to display, decorate, or showcase the products, services, or logos of other companies in your booth, the total exhibition area is restricted depending on the content of the display.

## For in-game sponsorship: 30% regulation



## For e-sports sponsorship: 10% regulation



|  | Game Sponsors<br>(In-game sponsorship) | Supporting Companies<br>(e-sports tournament sponsorship) | Equipment Sponsor<br>(in booth) | collaboration commodity trading company | Novelty Distributing Company |
|--|--|---|---------------------------------|---|------------------------------|
| Exhibiting Products Themselves                                 | 30%.                                   | 10% (of the total)  | 10% (of the total)              | <b>30%*1</b>                            | Contact us                   |
| Displaying three-dimensional advertising materials.            | 30%.                                   | 10% (of the total)  | 10% (of the total)              | 30%.                                    | X                            |
| Printing and decorating booth walls with products, logos, etc. | 30%.                                   | 10% (of the total)  | 10% (of the total)              | 30%.                                    | 900 mm square sign level     |
| Showing commercial images, etc. on the display.                | Per hour<br>10% (of the total)         | Per hour<br>10% (of the total)                            | Per hour<br>10% (of the total)  | Per hour<br>10% (of the total)          | X                            |

\*1 If exhibitors sell the collaborating products on Merchandise Sales Area, there is no limitation.

### ■ Height limitations and suspension structures of decorative constructions

| Exhibit Area  | Height Limitations   |
|---|--|
| General Exhibit, Smartphone Game, Gaming Hardware, Gaming Lifestyle, AR/VR, eSports, Indie Game, Game Academy, Family Game Park, Business Solution, AI Technology Pavilion, All Accessibility | 6.0m<br>[ Exhibitors with more than 70 booths are<br>Suspended structure up to 7.5m high is possible ] |
| Merchandise Sales Area (as opposed to services)   | 3.6m   |
| Turnkey Booth   | 2.7m   |

\*The height of the area 1m from the partition between adjacent booths in the direction of the company's booth must be 2.7m or less.

\*Only exhibitors with 70 or more booth spaces will be allowed to use suspended structures.

\*Depending on the structure of the booth, we may request modifications to the design to avoid possible obstruction of water spray for firefighting.

### ■ Balloon Installation

The size of balloons and floating objects with banners on the booth should not exceed 5 meters in height and the lowest point of attachment should not exceed 13 meters.

Please install them so that they do not extend beyond the site of your own booth.

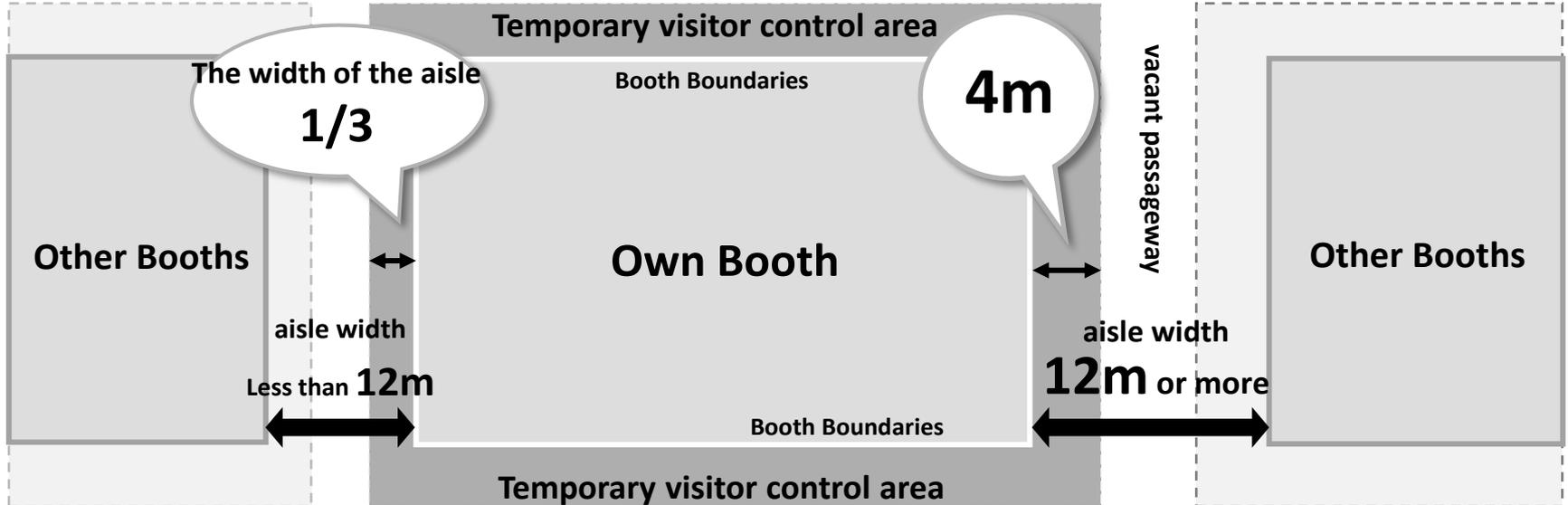
If the booth location falls within Halls 1, 6, or 7 with low ceilings, we will consult with you separately.

\*Only large exhibitors with 42 or more booth spaces who have been assigned a booth location in the south row of the venue will be eligible for relaxed regulations on balloon size and balloon placement (height). For details, please refer to the "Exhibitor Guidelines" to be distributed at the Exhibitor Briefing Session (July 8, 2025).

## Temporary visitor control area

A "temporary visitor control area" is an area on an aisle used to temporarily hold visitors for the purpose of maintaining visitor flow in a shared aisle. Temporary permission is granted to use the area on the aisles surrounding your company's booth under the following conditions. When the congestion is eased, please remove ropes, partitions, etc. on the aisles as soon as possible. Only items that can be removed immediately, such as belt-in partitions, chain partitions, and panel stands (small), are permitted in the same area. Plastic fences, wagons for distributing materials, display stands, large panels, etc. are not allowed.

**❖ Temporary visitor control area is 4m if the aisle width is 12m or more; up to one-third if the aisle width is less than 12 m.**



### **Exception] Temporary visitor control area in the aisles by the south wall of Halls 1-8**

Only large exhibitors with **42** or more **booth spaces** who have been assigned a booth location in the south row of the venue may extend the "Temporary Visitor Control Area" beyond the usual 4m, provided that they manage to ensure that 2.0m from the south wall can be used as a visitor aisle. For details, please refer to the "Exhibitor Guidelines" distributed at the exhibitor briefing.

### ■ Installation of a stage in the booth and a large video display of 100 inches or more

If you plan to set up a stage or large video display in your booth, you are required to submit a "Confirmation Form for Event Stage and Large Display Front Flow Line in Booth". On the same Confirmation Form, you are required to fill out a plan that includes how visitors will use the temporary visitor control area and the assignment of staff.

### ■ Submission of Stage Event Schedule

All exhibitors with in-booth stages are required to submit a stage event schedule in advance. Exhibitors are requested to determine the times when flow line management should be strengthened to enhance operational readiness.

### ■ Events cannot be held inside the turnkey booths.

Turnkey booth exhibitors are not allowed to hold events (talk shows, photo shoots, handshaking, handouts, video distribution studios, etc.) in their booths, regardless of the number of booth spaces.

### ■ Volume Limitations

- (1) At a height of 1.5 m above the aisle 3 m away from the boundary line of the booth, the measured value is specified as 90 decibels (dB) or less.
- (2) Exhibitors are requested to check the volume level voluntarily. If volume measuring devices are not available, the secretariat will lend them on a case-by-case basis.
- (3) If the volume is violated, CESA will recommend improvement. If the instructions are not followed, CESA will recommend suspension after consultation with the CESA Secretariat.

### ■ Booth Staging

Please do not use excessive staging that offends public order and morals, such as sexual or discriminatory expressions on the stage or in the booths. If the organizer determines that such a violation has occurred, the organizer will recommend that the staging of the event be suspended.

### ■ Evacuation flow line in the booth

If the booth width is greater than 11 booths, please provide an evacuation route inside the booth.

### ■ Other Regulations

In addition to the above regulations, there are various other regulations such as fire prevention regulations, firefighting regulations, and restrictions on distribution of materials.