

# TOKYO GAME SHOW 2025

## Exhibit Rules

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## 出展規約

# Exhibit Rules

Companies and other organizations wishing to exhibit must apply for participation in the show according to the following "Rules Governing TOKYO GAME SHOW 2025" (hereinafter referred to as "Rules"). Unless otherwise specified, the Rules shall also apply to the "Exhibitors Manual" and other regulations, guidelines, or instructions separately prescribed by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer"), as well as by Nikkei Business Publications, Inc. and Sony Music Solutions Inc. (hereinafter collectively referred to as "Co-organizers").

## Rules Governing TOKYO GAME SHOW 2025

### ■ Management Office

Management Office is the operating secretariat of TOKYO GAME SHOW 2025 (hereinafter to as "SHOW") organized by the Organizer and Co-organizers of the SHOW.

### ■ Implementation of the Rules

Companies and other organizations that have entered into a contract with the Organizer and Management Office pursuant to the Rules (hereinafter referred to as "Exhibitor") shall comply with the provisions described in the Rules, as well as the provisions, guidelines, policies, instructions, etc. presented by the Organizer. If the Exhibitor violates any of the above Rules, etc. or if the Organizer or Management Office deems the Exhibitor to have caused trouble to a third party or offended public order and morals, the Organizer and Management Office both have the right to reject the SHOW application, terminate the contract, or instruct the Exhibitor to suspend or change the posting or distribution of content, and the Exhibitor must agree to this. In such cases, the Organizer and Management Office shall not be liable for any damages caused to the Exhibitor or parties involved as a result of the return of exhibition fees and expenses paid by the Exhibitor in advance, the termination of the contract, or the cancellation or change in the posting or distribution of content. In addition, the Exhibitor shall indemnify the Organizer or Management Office for the full amount of any damages incurred.

### ■ Eligibility for Exhibiting in the SHOW

Exhibitors are limited to companies that provide game software, game products, and related services that are in line with the purpose of the exhibition as determined by Management Office, as well as other businesses and organizations approved by Management Office, and Management Office reserves the right to determine whether or not the exhibited software, game products, and related services are in line with the purpose of the SHOW.

### ■ Execution of Contract

Management Office will receive applications for SHOW from business entities and organizations wishing to exhibit, and after examining the contents of the application, will issue a notice of acceptance of the application for SHOW, and this will be taken as the completion of the conclusion of the exhibition contract between Management Office and the exhibitor.

### ■ Restriction of Real (In-Person) and ONLINE Exhibits and Products of Sale

- ① All exhibits (including items for sale) at the real exhibition venue and online must conform to the Computer Entertainment Software Ethics Code (hereafter referred to as the "CESA Ethics Code") of the Computer Entertainment Supplier's Association, the event organizer. Online sales of items related to software that violates the CESA Ethics Code (such as character goods) are also prohibited. For more information on the CESA Ethics Code, please see the website (<https://www.cesa.or.jp>).
- ② The promotion of consumer game software and related products and services, and the sale of related goods, are the main principles.
  - \* Please refer to the restrictions on exhibit categories for game software.
  - \* The sale of software and related products at Family Game Park is limited to those with a CERO rating of "B" or lower, or those classified as "Educational/Database." For information on CERO rating system, please refer to the website (<https://www.cero.gr.jp/>).
- ③ Products not handled by the real (in-person) and online exhibitors cannot be exhibited at the SHOW. If the exhibitor wishes to add co-exhibitor(s), please consult with Management Office in advance.

### ■ Restrictions of Exhibit Categories

Sales of goods other than newspapers and books are NOT allowed except in Merchandise Sales Area and Organizer's Projects.

※ Only publishers exhibiting in the General Exhibition Area or equivalent areas may sell game software at Merchandise Sales Area.

※ In addition, exhibitors in Hall 9, 10 and 11 (Smartphone Game, AR/VR, e-Sports, Gaming Hardware, Gaming Lifestyle, Indie \*Selected Indie 80 exhibitors excepted) and exhibitors in Family Game Park regular booths can sell their exhibits in their booths in the same way as Merchandise Sales Area.

• If the exhibitor is exhibiting at Turnkey Booth, it may not hold events (such as talk shows, photo sessions, etc.) in the booth.

• Events (such as talk shows and photo sessions) cannot be held in the game experience corner at the Family Game Park.

• If the exhibitor wishes to exhibit in more than one booth location in the same exhibiting area, please consult with Management Office in advance.

## ■ Regulations for Real (In-person) Exhibit at Venue (Makuhari Messe)

- (1) Each exhibitor must follow the instructions for booth decorations and structures, sound volume, exhibition contents and methods, manner of performance, etc. are defined in the "Exhibitors Manual" to be supplied by Management Office.
- (2) Excessive staging in the booth that is offensive to public order and morals, such as sexual or discriminatory expressions, is not allowed. If the organizer and Management Office determine that a booth is in violation of this rule, Management Office will recommend the cancellation of the staging, and exhibitors will be required to comply.
- (3) For booth decorations and structures, sound volume, exhibit contents/methods, manner of performance with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel an exhibition, and each exhibitor must follow Management Office instructions regardless pre and ongoing exhibition periods.
- (4) Each exhibitor must ensure that its exhibit does not interfere with those of adjacent exhibitors. Management Office will determine, based on the Exhibitors Manual, whether an exhibitor is interfering with another exhibit or whether there is violation of rules, and the exhibitor is to comply with the Management Office's determination.
- (5) Each exhibitor must pay all the cost of amendments and cancellations of booth decorations/structures, sound volume, exhibition contents/methods, manners of performance, etc. caused by the instructions of Management Office.  
•Each exhibitor must pay all the cost of any damages for rental items and waste disposal.
- (6) Exhibitors will decorate their booths during the exhibition preparation period stipulated by Management Office in the exhibition guidelines. All booth decorations shall be completed by the time of the exhibition.
- (7) All exhibits and decorations shall be removed on the same day during the removal time specified by Management Office in the exhibition guidelines.
- (8) It is strictly prohibited to remove part or all of the exhibits during the exhibition period.
- (9) Exhibitors must strictly comply with all fire prevention and safety regulations and regulations that apply to the exhibition hall.

## ■ Exhibitor Name

Exhibitors acknowledge that Management Office may use the exhibitor name entered in the Web Registration Form at this exhibition in advertisements at the real exhibition and on the official TGS website. When applying to exhibit, exhibitors must enter the company name to be displayed at the exhibition in the Web Registration Form.

## ■ Determination of Booth Location at Real Venue (except at Family Game Park)

•The location of each booth will be decided at the booth location selection meeting, which will be held for each exhibition area. Booth Location Selection Meeting will be held in three sessions: for exhibitors with 42 or more booths (in a shape with no adjacent booths), for exhibitors with less than 42 booths but 16 or more booths (in a shape with adjacent booths), and for exhibitors with less than 16 booths (in a shape with adjacent booths).

Exhibitors with 42 or more booths (without adjacent booths): Tuesday, June 17, 2025

Exhibitors with less than 42 booths but 16 or more booths (with adjacent booths): Tuesday, June 24, 2025

Exhibitors with less than 16 booths (with adjacent booths): Tuesday, July 8, 2025

•Method of Booth Location Selection

### ① Exhibitors with 42 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the general selection areas prepared in advance by Management Office.

### ② Exhibitors with less than 42 booths but 16 or more booths

Exhibitors will select their preferred booth location in order of the number of booths they have, from among the selection areas prepared in advance by Management Office.

In the case of multiple exhibitors with the same number of booths applying for ① or ②, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)
2. Exhibitors who have exhibited at the SHOW before and applied after the deadline for applications
3. Exhibitors who have not exhibited at the SHOW before and applied by the deadline for applications
4. Exhibitors who have not exhibited at the show before and applied after the deadline for applications

※If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be decided by lottery.

### ③ Exhibitors with less than 16 booths

Exhibitors will select their preferred booth location from among the booths prepared in advance by the secretariat according to the number of booths they have applied for, in order of the number of booths they have applied for. If there are multiple exhibitors with the same number of booths, the selection order will be as follows

1. Exhibitors who have exhibited at the previous show (TOKYO GAME SHOW 2024) and have applied by the application deadline (this means exhibitors whose application form has arrived at Management Office by the application deadline)
2. Exhibitors who have exhibited at the previous show and applied after the deadline for applications for exhibitors
3. Exhibitors who have not exhibited at the previous show and applied by the deadline for applications for exhibitors
4. Exhibitors who have not exhibited at the previous show and applied after the deadline for applications for exhibitors

- ※If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, the order of selection will be determined by the order of application. (There will be no lottery for exhibitors with 16 booths or less.
- ※Exhibitors with 42 or more booths will be allocated island booths (booths with no adjacent booths).
- ※The number of booths and booth shape cannot be changed at the booth location selection meeting.
- ※If the number of booths cannot be accommodated at the booth location selection meeting, the number of booths may be adjusted after consultation with Management Office, or the booth shape may be changed by converting the number of booths applied for to the same area and changing the ratio of length to width.
- ※In order to alleviate congestion, the number of booths in each area (Halls 1-3, 4-6, 7-8, 9-11) may be limited to 42 booths or fewer. The detailed rules will be shared at the Booth Location Selection Meeting.
- ※Booth locations cannot be changed after the booth location selection meeting. However, in the event of a cancellation by another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with Management Office.
- ※The selection method may be changed in advance depending on the application status. In this case, the secretariat will contact you before the booth location selection meeting.
- ※The floor map will be available for the first time at the time of the selection meeting . Please note that they will not be shared in advance.

### ■ Shape of the Booth Space

- The shape of the booth space (booth depth, \_\_\_ and booth width, \_\_\_ ) should be applied for by placing whole numbers in the appropriate spaces.
  - For less than 42 booths: The maximum number of booth spaces is 7 in both vertically and horizontally, with an aspect ratio of 1:2 or less. However, exhibitors are allowed to have 3 booths (1 in depth x 3 in width) or 32 booths (4 in depth x 8 in width).
  - For 42 or more booths: An exhibitor's space can be at most 7 booths in depth and maximum of 8 booths in width in the case of less than 7 booth in depth .
- If you are applying for more than 42 booths, please apply in multiples of 7. In this case, please make sure that the length is 7 booths (you cannot apply for 48 booths (6 booths long x 8 booths wide)).
- To facilitate the overall Show site layout, an exhibitor with a booth space of a difficult shape may be requested to change its shape.

### ■ Family Game Park Booth Location Decision

- Booth locations will be decided at the booth location selection meeting held for each exhibition area. Family Game Park exhibitors: Tuesday, July 8, 2025
- Selection Method
- <Game Experience Area Exhibitors>
  - ①Paid Exhibitors
    - Exhibitors will select their preferred booth location from among the booths prepared in advance by the secretariat, in order of the number of booths they are exhibiting.
  - ②Exhibitors with free exhibition (exhibiting in other corners with 42 or more booths)
    - From among the booths prepared in advance by the secretariat, exhibitors will select the booth location of their choice in order of the number of booths, excluding the booth location selected in ①.
- <Booths in the Job Experience Area>
  - ③From among the booths prepared in advance by the secretariat, exhibitors will select the booth location of their choice in order of the number of booths.
    - If there are multiple exhibitors with the same number of booths when selecting ①, ②, and ③, the order of selection will be as follows.
      1. Exhibitors who have exhibited at the previous event (Family Game Park 2024) and who have applied by the application deadline (this means exhibitors whose application forms have arrived at the secretariat by the application deadline)
      2. Exhibitors who have exhibited at the previous event and who have applied after the application deadline
      3. Exhibitors who have not exhibited at the previous show and who have applied by the application deadline
      4. Exhibitors who have not exhibited at the previous show and who have applied after the application deadline
    - \*If there are multiple exhibitors with the same conditions as above, CESA members will be given priority, and if there are multiple CESA members with the same conditions, a lottery will be held to determine the order of selection.
    - \*Once the booth location has been selected, it cannot be changed. However, if there are reasons such as the cancellation of another exhibitor or an increase in the number of booths, the booth location may be changed after consultation with the secretariat.
    - \*Depending on the application situation, the selection method may be changed in advance. In this case, the secretariat will contact you before the booth location selection meeting.
    - \*The booth layout will be released for the first time at the booth location selection meeting. Please note that it will not be shared in advance.
- <Kids Stage Time Slots>
  - Exhibitors will select their preferred time slot from the time slots prepared in advance by the secretariat, in the following order of preference
    - ① Exhibitors in the Job Experience Area
    - ② Exhibitors in the Game Experience Area (paid exhibitors)
    - ③ Exhibitors in the Kids Stage only (stage event exhibitors)
  - However, if an exhibitor in the Kids Stage only (stage event exhibitors) has more than 4 time slots, their selection order will be moved up.
  - When selecting exhibitors for ①, ② and ③, priority will be given to exhibitors with a larger number of booths. If there are multiple exhibitors with the same number of booths, the selection order will be as follows
    1. Exhibitors who have exhibited at the previous event (Family Game Park 2024) and who have applied by the application deadline (this means exhibitors whose application form has arrived at the secretariat by the application deadline)
    2. Exhibitors who have exhibited at the previous event and who have applied after the application deadline
    3. Exhibitors who have not exhibited at the previous show and who applied by the deadline for applications
    4. Exhibitors who have not exhibited at the previous show and who applied after the deadline for applications

## ■ Regulations for ONLINE Exhibit

1. Each Exhibitor must follow the instructions for contents distributions and methods defined in the "Exhibitors Manual" to be supplied by Management Office.
2. Each Exhibitor must not be conducting to excessive production that are contrary to public order and morals, such as sexual expression or discriminatory expression, cannot be performed in the videos and distribution programs created by exhibitors.
3. For production methods of a video program with no provisions in the "Exhibitors Manual", Management Office has an authorization to cancel or to change an exhibition.
4. Each Exhibitor pledge that their posted/distributed content does not infringe the rights of third parties and does not damage the honor, voice, or credibility of other exhibitors/third parties.
5. Each Exhibitor must obey the order of change or cancellation for the posting or delivery of the video contents by Management Office that determines the above items have violated.
6. Each Exhibitor must pay all the cost of amendments and cancellations of contents posting, distributions and changes in production methods by the instructions of Management Office.

## ■ Prohibition of Subleasing

Exhibitors may not transfer or lend to a third party (with or without transfer or rental fees, etc.) the contractual status and rights arising from these Rules (This includes, but is not limited to, all or part of the official program distribution slots, exhibition slots, and the exhibitor introduction page on the TGS official website.) without the prior written consent of Management Office.

## ■ Application and Payment Due

- ①Please apply from TGS official website.
- ②Upon receiving the application form, the OMO (Overseas Management Office that office is the contact point with exhibitors from overseas) will issue an invoice for the exhibition fee.
- ③Handling charge (JPY 3,000) will be added to the exhibition fee as administrative procedures.
- ④You are requested to pay your exhibition fee in full within three (3) weeks of the issuance of the invoice.
- ⑤If the payment has not been made by the due date, your application will be cancelled forcibly, and the cancellation fee will be charged based on the cancellation policy.
- ⑥Please be noted that the exhibitor will be allowed to exhibit at TGS only after the organizer has confirmed the payment of the exhibition fee.

## ■ Cancellation of Exhibition Application

- (1) If the Exhibitor wishes to terminate the contract in whole or in part after the date of the exhibition contract, the Exhibitor must notify Management Office in writing.
- (2) The cancellation fee (excluding consumption tax) associated with the termination by the Exhibitor shall be as follows, and the Exhibitor must pay the cancellation fee within thirty (30) days of receiving the invoice for the cancellation fee from OMO.  
[Cancellation fee for Real (Physical) exhibit]
  - From May 31 (Sat.) to June 16 (Mon.), 2025 / 50% of Exhibition Fee
  - After June 17 (Mon.), 2025 / 100% of Exhibition Fee[Cancellation fee for Online exhibitors]
  - From May 31 (Sat.) to July 8 (Tue.), 2025 / 50% of Exhibition Fee
  - After July 9 (Wed.), 2025 / 100% of Exhibition Fee

## ■ Liability for Damages

- (1) Management Office shall not be held liable for any and all obstructions, damages, etc., for any reason whatsoever, caused by the Exhibitor (including employees, contractors, and other related parties) in relation to the real exhibitions and the content posted or distributed in the SHOW.
- (2) Exhibitors shall process the rights to the exhibition, and the content, etc. posted or distributed in the SHOW at their own expense and responsibility. In addition, Management Office shall not be liable for any accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure.
- (3) Exhibitors shall bear all costs associated with changes in decoration / structure method, volume, exhibition content / method, production method, etc. caused by the instructions of Management Office, and Management Office shall not bear all costs for any reason. Management Office is not obligated to pay for any cost.
- (4) The exhibitor shall immediately compensate for any damage to the building or equipment of this exhibition caused by the carelessness of its employees or related parties.
- (5) Management Office shall not be liable for accidental typographical errors or omissions in TGS Official website or other promotional materials for this exhibition.
- (6) Due to the epidemic and spread of various types of virus and other infectious diseases, the national government, local public organizations, designated public institutions, or designated local public institutions have been enacted in the Law on Special Measures for New Influenza, etc. Due to emergency measures based on the Law No. 31, or cancellation of the exhibition based on the organizer's own judgment, Management Office may cancel or postpone all or part of this exhibition, request a change in its contents. Management Office will NOT refund the exhibition fee already received due to these cancellations, postponements, or changes. Depending on the situation, Organizer shall make decisions different from the handling specified in this section at its own discretion.
- (7) The organizer may announce the expected number of visitors to the exhibition, but it is only a forecast and exhibitors agree that Management Office cannot guarantee the number of visitors, including changes in circumstances due to the previous statement on (6).



### ■ Burden of Equipment, etc.

- (1) Exhibitors shall be responsible for the preparation and maintenance of computers, software, other equipment, communication lines, and other communication environments, etc. required for receiving the services provided in the SHOW at their own expense and responsibility.
- (2) Exhibitors shall take security measures to prevent computer viruses, unauthorized access, information leakage, etc. according to their own usage environment, at their own expense and responsibility.

### ■ Statistics

Management Office shall be permitted to obtain and use access information (including, but not limited to, IP addresses) of visitors, etc. who have accessed the Exhibitors' online exhibition sites or management areas, etc. through the SHOW. In addition, Management Office will not provide the said access information, obtained as a result of the above, to Exhibitors.

### ■ Cancellation, Changing, or Postponing of the SHOW

In the event that the Organizer cancels, postpones, or changes the period of the SHOW for its own reasons, making it impossible for exhibitors to use all or part of their contracted booths, Management Office will reimburse the exhibition fees to the exhibitors at a daily rate, calculated by the number of days left in the SHOW.

### ■ Force Majeure of the SHOW

If it is difficult or impossible to hold the SHOW due to force majeure, or if there is a possibility that force majeure may occur, the SHOW will be cancelled, postponed or have the period changed based on the judgment of the "organizer and co-organizer of the SHOW." However, in this case, Management Office will not refund exhibit fees already paid. Management Office shall not be liable to the Exhibitor in the event that the Exhibitor suffers any damages due to postponement, change of the SHOW period, or cancellation of the SHOW due to the above reasons.

For the purpose of this agreement, force majeure includes the following cases:

1. Emergency inspection of the computer system used in the SHOW
2. Shutdown of computers, communication lines, etc. due to an accident
3. Natural disasters (including earthquakes, typhoons, storms, tsunamis, flooding, landslides, lightning, explosions, fire, etc.)
4. Social disruption (including war, terrorism, hostilities, rebellion, riot, civil disturbance, etc.)
5. Acts by public authority (including revision and abolition of laws, government intervention, administrative orders, trade bans, etc.)
6. Spread of infectious diseases (including bacterial infections and viral infections etc.)
7. Insufficient materials and resources (including supply interruptions of electricity, gas, and water; oil shortage, shortage of raw materials and other materials.)
8. Labor disputes (including strikes, sabotage, lock-outs, etc.)
9. Defaulting of important business partners (including bankruptcy or business failure of venue management company)
10. Matters not attributable to the OMO that are not included in the preceding items



■ **Sharing of Personal Information among Nikkei BP**

Nikkei BP, as the primary acquirer of personal information for TOKYO GAME SHOW 2025, will comply with laws and other regulations regarding the protection of personal information and will acquire personal information as follows.

The submitted information will be provided to the Computer Entertainment Supplier's Association (CESA), the organizer of TOKYO GAME SHOW 2025, and Sony Music Solutions, the co-organizer. After the information is provided to the third party, it will be managed under the responsibility of each company and may be used to send various types of information (e-mail, direct mail, surveys, etc.) directly to the customer.

Nikkei Business Publications, Inc. will comply with laws and other regulations concerning the protection of personal information and will collect personal information as follows.

Nikkei BP's privacy policy and personal information data acquisition  
<https://www.nikkeibp.co.jp/english/privacy/index.html>

CESA's privacy policy  
<https://www.cesa.or.jp/privacy-policy/index-en.html>

Sony Music Solutions's explanation of personal data acquisition  
[https://www.sonymusicolutions.co.jp/s/smsen/page/company\\_privacy](https://www.sonymusicolutions.co.jp/s/smsen/page/company_privacy)