

# TOKYO GAME SHOW 2026

## 「Business Solution Area」

TOKYO GAME SHOW 2026, “Business Solutions Area” will be set up to exhibit BtoB solutions for the game industry. This area, which is becoming increasingly important year by year, is thriving with an increasing number of participating exhibitors and trade visitors. For physical exhibition (Makuhari Messe), we have regular booths that you can choose to exhibit for 2 days on Business Days only or for 5 days during the exhibition period, depending on your exhibition objectives and budget, as well as turnkey booths that you can exhibit for 2 days on Business Days only. We also have online-only exhibition options.

### ■ Exhibit Categories :

Development Tools/Middleware, Localization Services, Mobile App Marketing Services, Payment Services, Overseas Pavilions, Cloud/Data Centers, Security Solutions, Contract Development, Human Resources Services, etc., Business Service Providers for the game industry, etc.

### 【TOKYO GAME SHOW 2026 - Outline】

(Period) September 17 (Thu.) ~ 21 (Mon./National Holiday)

※Business Day: September 17 (Thu.) & 18 (Fri.)

(Venue) Makuhari Messe

(Organizer) Computer Entertainment Supplier's Association (CESA)

(Co-Organizer) Nikkei Business Publications, Inc. SONY Music Solutions, Inc.

### TGS2025 Results

\* Total Visitors : 263,101 (2024 : 274,739人)

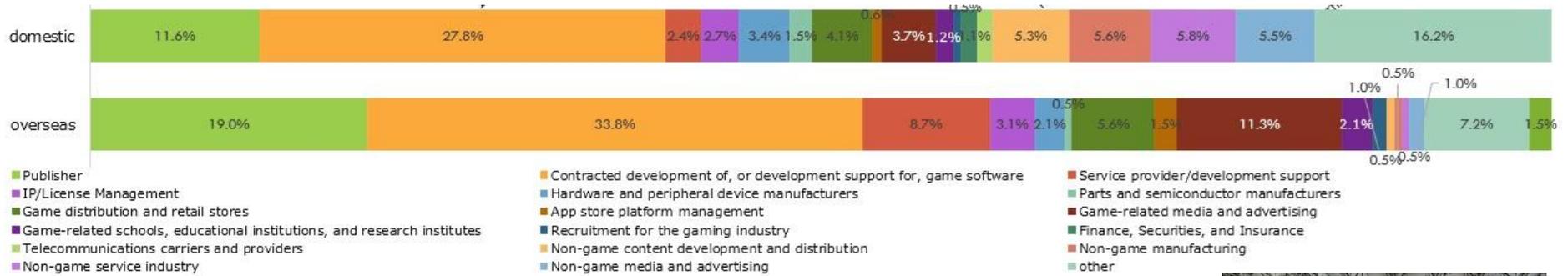
|              |        |
|--------------|--------|
| Business Day | 52,352 |
|              | 54,779 |
| Public Day   | 77,415 |
|              | 78,555 |

On Business Day, approximately 107,000 game industry and trade visitors have visited to TGS2025.

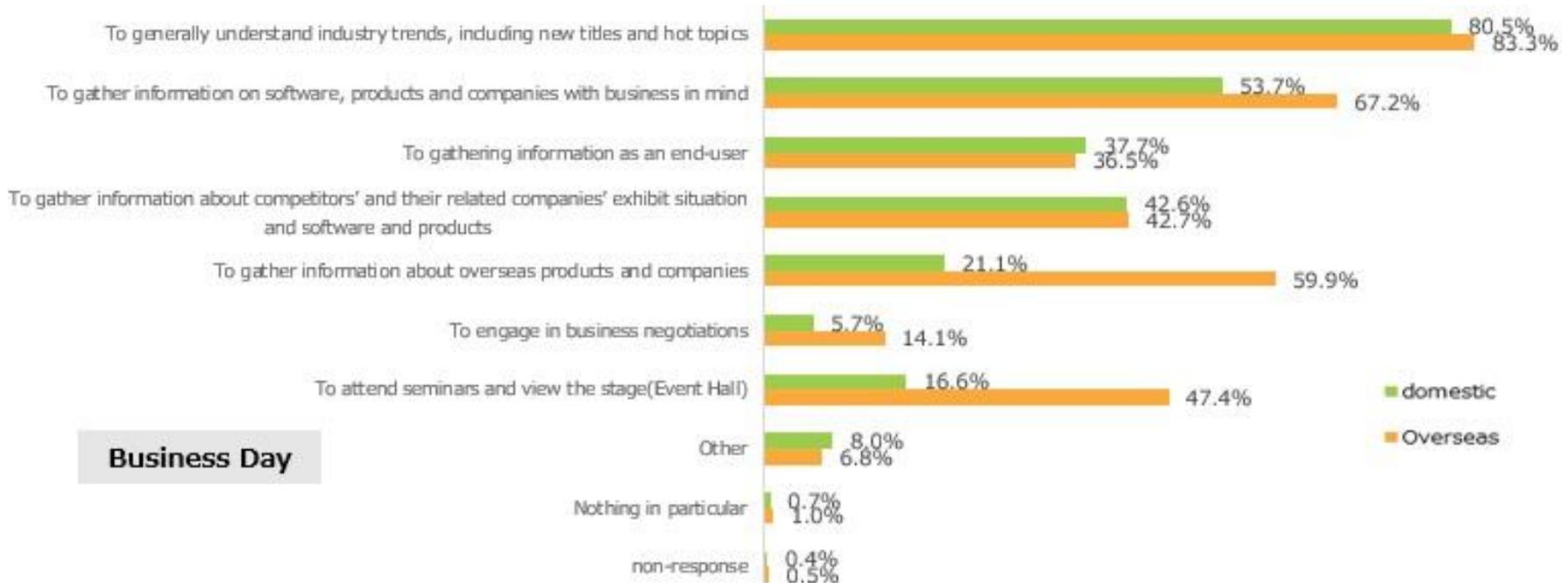
# TOKYO GAME SHOW 2026 「Business Solution Area」

(Source: TGS2025 Business Day Visitor Survey)

## Industry



## Intentions Of Business Day Visiting



## Business Day

## ■ Shell Scheme and Turnkey Booth

**2 Days**  
(Business Days)

**5 Days**

# SPACE ONLY (3m X 3m)

# JPY 440,000 (tax included)

## Turnkey Booth JPY 330,000 (tax included)

**2 Days**  
(Business Days)

### No Display Stand

#### Items

##### System Wall

Side & back walls. Color: Black.  
The side panel cannot be extended to the aisle.

##### Fascia (H300mm)

Exhibitor can select a color.  
It will be the same color as the Punch Carpet.

##### Punch Carpet

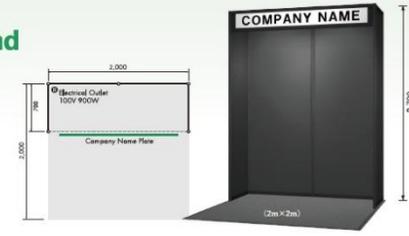
Exhibitor can select a color.  
It will be the same color as the Fascia.

##### Company Name Plate (W1800×H200mm)

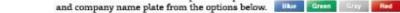
If you do not use a tag, the company name will be Gothic font.  
Only one company name plate is provided regardless of the number of booths. The only information that will be displayed on the company name plate including the tag, will be the registered exhibitor name.  
Tag Usage: JPY 13,000 (tax incl.)

##### LED Spotlight

15W ×2 (per booth)



Exhibitors can select a color of punch carpet and company name plate from the options below.



**Electrical Outlet**  
Two socket Outlet ×1 (per booth), 100V 900W

**Electrical Power Supply**  
100V 1KW (per Booth)

### Display Stand included

#### Items

##### System Wall

Side & back walls. Color: Black.  
The side panel cannot be extended to the aisle.

##### Fascia (H300mm)

Exhibitor can select a color.  
It will be the same color as the Punch Carpet.

##### Punch Carpet

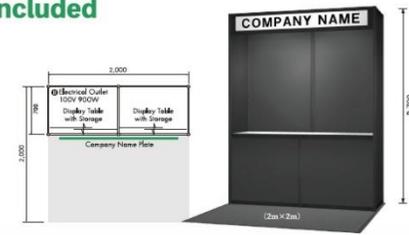
Exhibitor can select a color.  
It will be the same color as the Fascia.

##### Company Name Plate (W1800×H200mm)

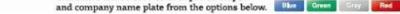
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Only one company name plate is provided regardless of the number of booths. The only information that will be displayed on the company name plate including the tag, will be the registered exhibitor name.  
Tag Usage: JPY 13,000 (tax incl.)

##### LED Spotlight

15W ×2 (per booth)



Exhibitors can select a color of punch carpet and company name plate from the options below.



**Electrical Outlet**  
Two socket Outlet ×1 (per booth), 100V 900W

**Electrical Power Supply**  
100V 1KW (per Booth)

**Display Table with Storage**  
W1880×D700×H1000mm (Black)

## Online Exhibit JPY 275,000 (tax included)

Exhibitors will be provided with the following benefits.

- Exhibitor names will be posted on the "Exhibitor List" page. In addition, we will link from the exhibitor list page to each exhibitor introduction page.
- The exhibitor introduction page will be available in English and Japanese (information in English and Japanese prepared by each company will be posted).
- One-stop service from the TGS Business Matching System to online business meeting.

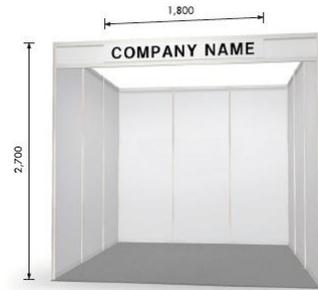
### Contents & Functions of Exhibitor's Introduction Page (Planned)

- Logo
- Image (Game Play, etc.)
- Text
- Exhibit Category Tags
- Web Linkage
- Video Linkage
- Linkage to Business Matching System
- Linkage to Official Exhibitor's Program (if applicable)

## ■ Shell Scheme

### Shell Scheme・A

**2** Days  
(Business Days) **5** Days



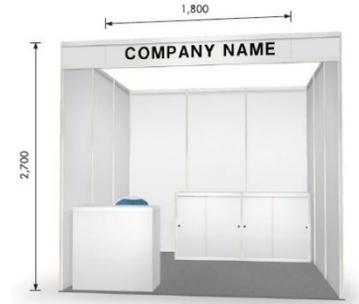
**Rate**

**JPY 561,000** (tax inclusive)

※The above fee includes space and booth decorations.  
 ※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.  
 ※For details, please refer to the "Guide for Package Booth".

### Shell Scheme・B

**2** Days  
(Business Days) **5** Days



**Rate**

**JPY 605,000** (tax inclusive)

※The above fee includes space and booth decorations.  
 ※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.  
 ※For details, please refer to the "Guide for Package Booth".

### Shell Scheme・C

**2** Days  
(Business Days) **5** Days



**Rate**

**JPY 1,067,000**  
(tax inclusive)

※The above fee includes space and booth decorations.  
 ※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.  
 ※For details, please refer to the "Guide for Package Booth".

### Shell Scheme・D

**2** Days  
(Business Days) **5** Days



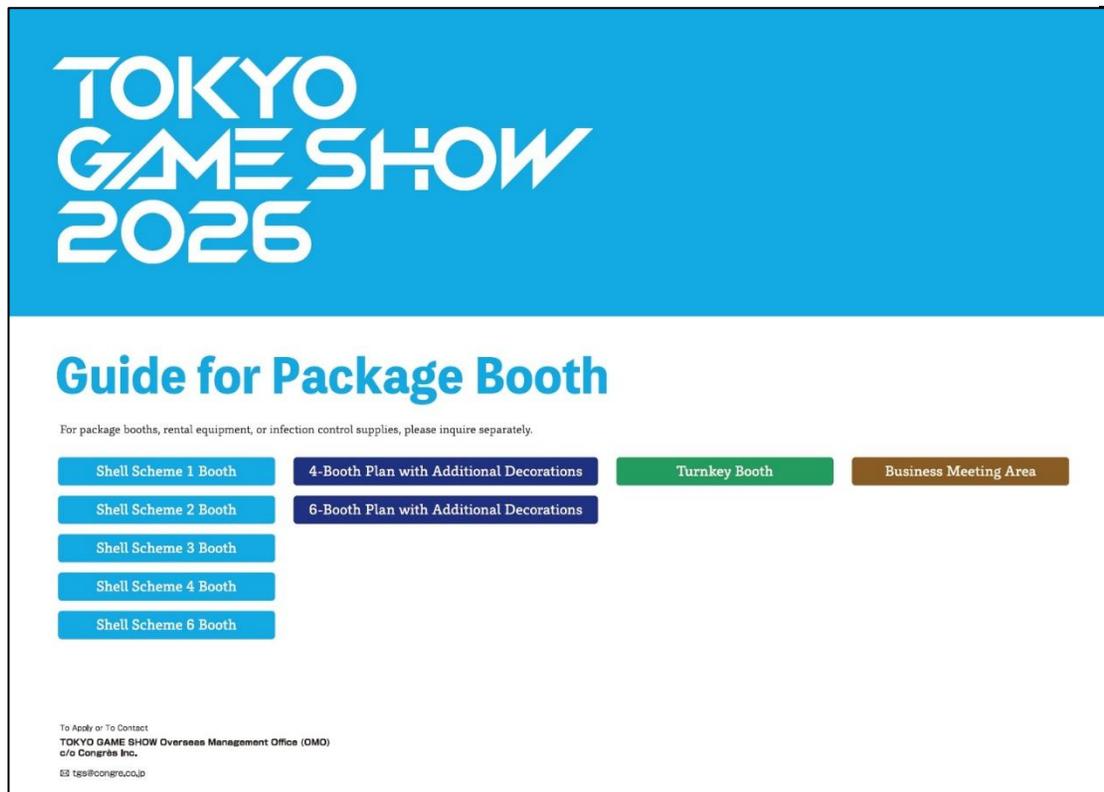
**Rate**

**JPY 1,518,000**  
(tax inclusive)

※The above fee includes space and booth decorations.  
 ※If the exhibitors are exhibiting for only the two Business Days (September 25 through 26), the exhibitor will have approximately two hours after the end of Business Day to remove your items. Also, move-out vehicles are not allowed in the building during removal. Please be especially careful if you are exhibiting with your own decorations.  
 ※For details, please refer to the "Guide for Package Booth".

**TOKYO GAME SHOW 2026 offers small- to med-scale package booth plans for 2 to 6 booth units.**

**For details, please refer to the “[Guide for Package Booth](#)”.**



**TOKYO GAME SHOW 2026**

## Guide for Package Booth

For package booths, rental equipment, or infection control supplies, please inquire separately.

- Shell Scheme 1 Booth
- Shell Scheme 2 Booth
- Shell Scheme 3 Booth
- Shell Scheme 4 Booth
- Shell Scheme 6 Booth
- 4-Booth Plan with Additional Decorations
- 6-Booth Plan with Additional Decorations
- Turnkey Booth
- Business Meeting Area

To Apply or To Contact  
TOKYO GAME SHOW Overseas Management Office (OMO)  
c/o Congress Inc.  
E: [tgso@congress.co.jp](mailto:tgso@congress.co.jp)



## ■ BtoB Functions at TGS2026



### ① Business Matching System

All exhibitors, including Business Meeting Area exhibitors, can use the business matching system with free of charge to make appointments online before the event for business meetings between exhibitors and visitors on Business Days.

### ② Business Lounge

“Business Lounge” will be set up in the International Conference Hall for use by all exhibitors, including Business Meeting Area exhibitors. Exhibitor's Meeting Tables will be available for free use in the Business Lounge.

## TGS2025・Business Matching System Results

### Meeting Results

- Total Accounts : 11,086 (2024 : 8,967 / 2023 : 7,786 / 2022 : 5,679)
- Meeting Requested : 88,977 (2024 : 41,185 / 2023 : 19,123 / 2022 : 11,862)
- Meeting Established : 3,591 (2024 : 3,669 / 2023 : 2,355 / 2022 : 1,695)

### TGS2025 Business Matching System Participated Countries / Regions

Iceland, Ireland, United Arab Emirates, Argentine, Armenia, Israel, Italy, Iran, Indonesia, Ukraine, Uzbekistan, United Kingdom, Estonia, Australia, Austria, the Netherlands, Canada, Republic of Korea, North Korea, Cyprus, Greece, Kuwait, Croatia, Colombia, Saudi Arabia, Zambia, Georgia, Singapore, Switzerland, Sweden, Spain, Sri Lanka, Slovakia, Serbia, Thailand, Taiwan, Czech Republic, China, Chile, Denmark, Germany, Turkey, New Zealand, Japan, Norway, Pakistan, Panama, Hungary, Philippines, Finland, Brazil, France, Bulgaria, Brunei, United States of America, Viet Nam, Belarus, Peru, Belgium, Poland, Bolivia, Portugal, Hong Kong, Macao, Malta, Malaysia, Mexico, Moldova, Jordan, Lithuania, Liechtenstein, Romania, Russia

<74 countries/regions \*78 countries/regions in 2024>

## ● Closing Date

- \* Space Reservations : May 22 (Fri.)
- \* Exhibitor Briefing/Booth Location Selection Meeting : July 8 (Tues.)
- ※ The location of the exhibition booth will be decided at the booth location selection meeting, which will be held for each exhibition area.

## ● To Apply

<https://ems.nikkeibp.co.jp/c/exh/inp/tgs2026en>

## ● To Contact

TOKYO GAME SHOW Overseas Management Office  
E-mail : [tgs@congre.co.jp](mailto:tgs@congre.co.jp)

For Mainland China:  
c/o Shanghai Jiahui Event Service Co.,Ltd.  
Phone: +86-156-9213-4311  
E-mail : [xue.hui@rich-event.link](mailto:xue.hui@rich-event.link)  
WeChat: xuehui481765

For Taiwan:  
c/o Service Industry Promotion Center, Taiwan External Trade Development Council (TAITRA)  
Phone: +886-2-2725-5200 ext 1945  
E-mail : [tinapen@taitra.org.tw](mailto:tinapen@taitra.org.tw)

