

TOKYO GAME SHOW 2026

「AI Technology Pavilion」

AI technology is permeating all areas of industry, and various technologies and solutions that utilize AI are also emerging in the gaming field. At TOKYO GAME SHOW 2026, an AI Technology Pavilion will be set up within the Business Solutions Corner, which is for exhibiting BtoB solutions for the gaming industry. Products with even higher entertainment value are also appearing, with AI technology being introduced into games. For “TOKYO GAME SHOW 2026” physical exhibition (Makuhari Messe), we have prepared regular booths that can be used for 2 Business Days during the exhibition period, as well as turnkey booths that can be used for 2 days on Business Days only. We also have online-only exhibition options available. TGS provides the most suitable area for introducing your company's AI solutions.

■ Exhibit Categories :

AI development tools/middleware, AI platforms, AI technology vendors, AI content generation tools, character AI solution, navigation AI, meta AI, debugging AI, AI-PC, other AI technology solutions, etc.

【TOKYO GAME SHOW 2026 - Outline】

(Period) September 17 (Thu.) ~ 21 (Mon.) ※Business Day: September 17 (Thu.) & 18 (Fri.)

(Venue) Makuhari Messe

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

(Co-Organizer) Nikkei Business Publications SONY Music Solutions

TGS2025 Results

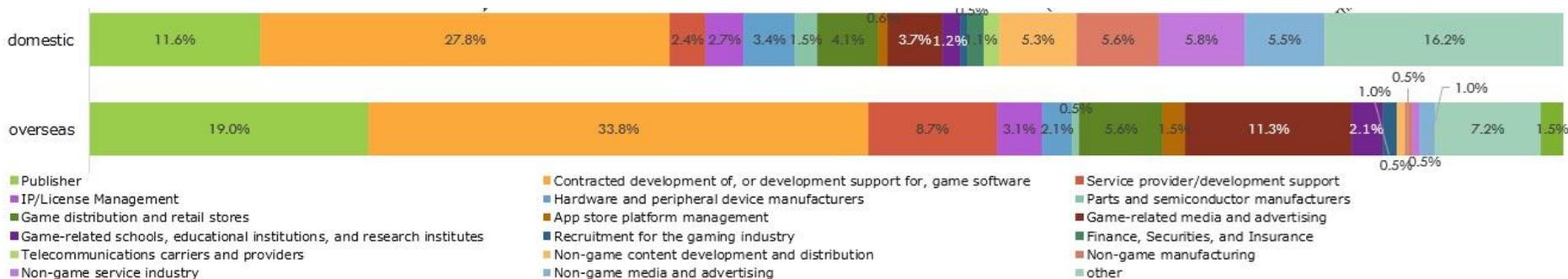
* Total Visitors : 274,739 (2024 : 274,739)

Business Day	42,031
	45,149
Public Day	97,786
	89,773

On Business Day, approximately 87,000 game industry and trade visitors have visited to TGS2024.

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Industry



Intentions of Business Day Visiting

(Source: TGS2025 Business Day Visitor Survey)



Business Day

■ Shell Scheme and Turnkey Booths

2
Days
(Business Days)

SPACE ONLY

(3m X 3m)

JPY 440,000

(tax included)

2
Days
(Business Days)

Turnkey Booth JPY 330,000

(tax included)

No Display Stand

Items

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

Fascia (H1300mm)
Exhibitor can select a color.
It will be the same color as the Punch Carpet.

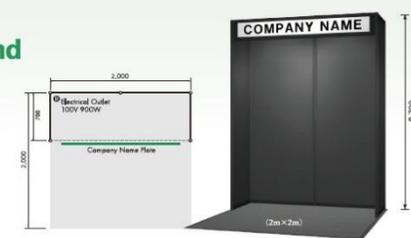
Punch Carpet
Exhibitor can select a color.
It will be the same color as the Fascia.

Company Name Plate (W1800×H200mm)
If you do not use a logo, the company name will be Center text.
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 logo, will be the registered exhibitor name.
Logo Usage: JPY 13,000 (tax incl.)

LED Spotlight
15W ×2 (per booth)

Electrical Outlet
Two socket Outlet ×1 (per booth), 100V 800W

Electrical Power Supply
100V 1KW (per Booth)



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

Blue
Green
Gray
Red

Display Stand included

Items

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

Fascia (H1300mm)
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.

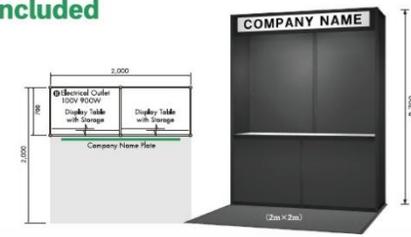
Company Name Plate (W1800×H200mm)
If you do not use a logo, the company name will be Center text.
Only one company name plate is provided regardless of the number of booths. The only information that will be displayed on the company name plate including the logo, will be the registered exhibitor name.
Logo Usage: JPY 13,000 (tax incl.)

LED Spotlight
15W ×2 (per booth)

Electrical Outlet
Two socket Outlet ×1 (per booth), 100V 800W

Electrical Power Supply
100V 1KW (per Booth)

Display Table with Storage
W1880×D700×H1100mm(Black)



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

Blue
Green
Gray
Red

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.

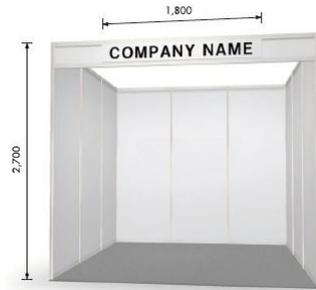
Contents & Functions of Exhibitor's Introduction Page (Planned)

- 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)



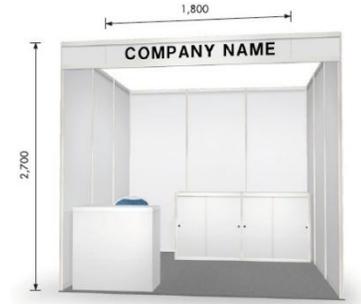
Rate

JPY 561,000 (tax inclusive)

- ※The above fee includes space and booth decorations.
- ※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)



Rate

JPY 605,000 (tax inclusive)

- ※The above fee includes space and booth decorations.
- ※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)



Rate

JPY 1,067,000
(tax inclusive)

- ※The above fee includes space and booth decorations.
- ※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)



Rate

JPY 1,518,000
(tax inclusive)

- ※The above fee includes space and booth decorations.
- ※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 2025 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.
✉ tgso@congress.co.jp



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■ BtoB & Meeting 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 (Wed.)
- ※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

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E-mail : xue.hui@rich-event.link

WeChat: xuehui481765

For Taiwan:

c/o Service Industry Promotion Center, Taiwan External Trade Development Council (TAITRA)

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