

# TOKYO GAME SHOW 2026

## Announcement of exclusive benefits for CESA members

TGS2026 offers several exclusive benefits for CESA members.  
We hope that you will consider exhibiting at the show.



**Special Offer 1**

Special rates for CESA members are available for the main exhibition plans

**Real Exhibitors: Discounted Exhibit Fee Prices**

<b>Target Area</b>	General Exhibition Smart Phone Game Area Gaming Hardware Area Gaming Lifestyle Area AR/VR Corner eSports Area	Regular Booth 1 booth	CESA Non-member General Fee <b>440,000 yen</b>	→	CESA Member Fee <b>330,000 yen (tax incl.)</b>
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	Indie Game Area All Accessibility Area Game Academy Area Business Solution Area AI Technology Pavilion	Turnkey booth 1 booth	CESA Non-member General Fee <b>330,000 yen</b>	→	CESA Member Fee <b>242,000 yen (tax incl.)</b>
		ASOVIBA! 1 booth	CESA Non-member General Fee <b>275,000 yen</b>	→	CESA Member Fee <b>220,000 yen (tax incl.)</b>
	Family Game Park	MANABIBA! 1 booth	CESA Non-member General Fee <b>385,000 yen</b>	→	CESA Member Fee <b>308,000 yen (tax incl.)</b>
	Product Sales Area	Regular Booth 1 booth	CESA Non-member General Fee <b>495,000 yen</b>	→	CESA Member Fee <b>385,000 yen (tax incl.)</b>
	Business Meeting Area	Regular Booth 1 booth	CESA Non-member General Fee <b>715,000 yen</b>	→	CESA Member Fee <b>583,000 yen (tax incl.)</b>

\*In case of other real exhibitors, non-member 605,000 yen → member 473,000 yen

**Online Exhibitors: Discounted Exhibit Fee Prices**

CESA Non-member General Fee <b>275,000 yen</b>	→	CESA Member Fee <b>220,000 yen (tax incl.)</b>
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### Event Stage + Official Programs Set Use: Discounted Exhibitor Fee

<b>official program linked</b>	CESA Non-member General Fee	→	CESA Member Fee	<b>Priority will be given when selecting slots for use.</b>  Usage slots that include the event stage and delivery to the official program (50 minutes per slot)
	4.125 million yen		3.41 million yen (tax incl.)	

### Event Stage: Discounted Exhibitor Fee

<b>stage only</b>	CESA Non-member General Fee	→	CESA Member Fee	Stage-only slots (50 minutes per slot) *In principle, priority in selection will be given to "official program linkage."
	1.65 million yen		1.43 million yen (tax incl.)	

### Official Programs: Discounted Distribution Pricing

<b>General slot 10:00~16:35</b>	CESA Non-member General Fee	→	CESA Member Fee	1 slot 50min	Sept.17-21 10:00 ~ 16:35
	2.75 million yen		2.2 million yen (tax incl.)		

\* We plan to accept applications during the second application period (7/9-).

<b>Golden time slot 18:00~24:50</b>	CESA Non-member General Fee	→	CESA Member Fee	1 slot 50min	Sept.17-21 18:00 ~ 24:50
	3.85 million yen		3.3 million yen (tax incl.)		

<b>Advance delivery Slot Sept.16 [Wed] 18:00 ~ 24:50</b>	CESA Non-member General Fee	→	CESA Member Fee	1 slot 50min	Sept.16 18:00 ~ 24:50
	3.85 million yen		3.3 million yen (tax incl.)		

**Special Offer 2** Discounts for first-time exhibitors are available only for real exhibitors (Makuhari Messe).

No real participation in the Tokyo Game Show by 2025,

**A 10% discount** will be offered **on the regular exhibition fee.**

\*First-time exhibitor discounts are not applicable to exhibitors exhibiting under a new name due to a change of company name (including those resulting from absorption, merger, etc.).

Please contact us for other applicable conditions.

**Special Offer 3** Preferential treatment in the order of preference in the selection of program slots and booth locations

When selecting booth locations for program slots for [Real Exhibit (Makuhari Messe)] and [Official Exhibitor Program],

If there is more than one company with the same requirements, **priority will be given to CESA members.**

**Special Offer 4** More exhibitor badges and tickets will be distributed.

The number of "Exhibitor Badges" and "Business Day Tickets/General Public Day Tickets" distributed free of charge will be increased.

**Note** To be eligible for CESA benefits such as TGS exhibition fees, you must join CESA by May 1. Please contact us at the email address below if you wish to join by the end of March 2026.



For inquiries about CESA membership or to apply for membership, please contact

**admission@cesa.or.jp**