

# **MERCHANDISE SALES AREA EXHIBIT REGULATIONS**

※ Be sure to read this regulations **BEFORE** applying to exhibit.

## **To Contact**

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

At TOKYO GAME SHOW, activity restrictions apply to each specific area. Regarding the regulations for Merchandise Sales Area, which receives many inquiries, please note the following. We ask that you comply with these regulations when applying to exhibit in Merchandise Sales Area and during your preparation for exhibiting.

## Restrictions on Activities Within the Booth

### Event Within Booth

**Booth events refer to activities that attract large crowds and cause congestion.**

Events featuring talent, performers, MCs, or using stages are PROHIBITED.

Examples: Talk shows, photo sessions, photo spots, distribution events, sales events, video streaming studios, etc.

### Promotion/Exhibition

Displaying, demoing, or projecting game software trailers is not permitted.

However, projecting or displaying game software package photos, main visuals, etc., **that include the product name or price is permitted.**

### Fixed Objects

**Wearing or display of mascot costumes without associated sales activities is PROHIBITED.**

The installation of non-saleable objects or monuments featuring characters is prohibited.

**Setting up tables solely for handing out merchandise in non-booth areas is prohibited.**

All announcements promoting first-come-first-served sales, limited quantities, or time-limited offers are strictly prohibited.

### Merchandise Items

**Please refrain from selling CERO Z-rated titles or products containing Z-rated content to individuals under the age of 18.**

Additionally, promotional materials must not contain expressions equivalent to Z-rated content. Please ensure all activities are appropriate for minor. All merchandise requires approval. Merchandise containing Z-rated titles must be submitted for approval, including their designs.

**\* Products containing CERO Z-rated titles that have not been submitted for rating may not be sold. If unsubmitted sales are discovered, you must remove the items from sale.**

**\* Products containing CERO Z-rated content must be sold in a closed-off area (e.g., behind curtains) or displayed in a manner ensuring they are not visible to those under 18. If you are unsure whether content qualifies as CERO Z, please consult the office in advance.**

\* For sales items including CERO Z-rated titles (and titles intended only for those aged 18 and older), establish an operational system to verify that customers are 18 years of age or older before making the sale.

\* CERO rating application is not required.

### Booth Management

The wearing of costumes not associated with sales activities, as well as sales activities by celebrities, voice actors, or other notable individuals, are prohibited.

\* The same policy applies if the event staff determines a costume cannot be used for sales activities.

### Strict Adherence to Closing Time

Please manage operations to ensure visitor queues are cleared by closing time.

\* If it is anticipated that queues will not be cleared before closing time, TGS Management Office will contact you.

## Restrictions on Activities Outside Exhibition Booths

### Promotions

#### **Use of space outside your assigned booth is prohibited.**

Distribution of pamphlets, collection of questionnaires, solicitation, and similar activities are prohibited in aisles, under escalators, in the 2nd floor central mall, and other such areas.

### Fixed Objects

- **Only when TGS Management Office determines** that congestion is anticipated will tables dedicated to filling out order forms be permitted in the space outside booths.  
\* However, this is contingent upon the order forms already listing the prices and details of the products for sale. Tables dedicated to filling out order forms must be confined to within one-third of the aisle width.
- Tables dedicated solely to handing over products cannot be set up in the space outside booths.
- The installation of non-saleable objects or monuments featuring characters is not permitted.

### Booth Management

- Ensure clear pathways and encourage visitors to keep moving by asking them not to stop in the aisles.
- Blocking neighboring booths or crossing traffic routes is prohibited. Using transistor megaphones (amplifiers) for booth guidance or promotion is prohibited.  
\* However, temporary use may be permitted for emergency guidance during crowding inside or around booths, or during disasters.

**Exhibitors are requested to comply with the guidelines.  
If you are unsure about any aspects of decoration or operations,  
PLEASE be sure to contact the TOKYO GAME SHOW Overseas Management Office in advance.**

**To Contact/To Inquiry**

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

# MERCHANDISE SALES AREA | LIST OF PROHIBITED ACTS

※THIS IS A SELECTION OF FREQUENTLY ASKED QUESTIONS.

Category	Execution Details	Note
<b>Event within Booth</b>	Events featuring talent, performers, MCs, etc., and events using stages Examples: Talk shows, photo sessions, photo spots, distribution events, sales events, video streaming studios, etc.	
<b>Promotions • Exhibition</b>	Displaying game software, trial play, and projecting trailer videos	
<b>Promotions • Exhibition</b>	Projecting/displaying game software package photos, main visuals, etc., without listing product names or prices	
<b>Promotions</b>	Announcements promoting first-come-first-served sales, limited quantities, or time-limited offers	
<b>Fixed Objects</b>	Wearing or setting up mascots without sales activities	
<b>Fixed Objects</b>	Setting up non-saleable character-themed objects or monuments	
<b>Fixed Objects</b>	Setting up tables outside booths solely for handing out products	Products can only be handed over within the booth.
<b>Merchandise Items</b>	<ul style="list-style-type: none"> <li>• Including CERO Z titles (and titles intended only for those 18 years of age or older) Selling items to those under 18 years of age</li> <li>• Placing items containing Z-rated content where they can be seen by those under 18</li> </ul>	<p>All items for sale require prior application. Items containing CERO Z-rated content must be submitted for approval, including their designs.</p> <p>※ Sales items containing unapproved Z-rated titles cannot be sold. If unapproved sales are discovered, you will be required to cease sales. ※ Sales items containing Z-rated content must be sold in a closed-off area (e.g., behind curtains) or displayed in a manner ensuring they are not visible to those under 18. If unsure whether content is Z-rated, please consult TGS Management Office in advance.</p>
<b>Merchandise Items</b>	<p>Distribution or sale of shopper bags violating regulations set by the TGS Management Office</p> <p>※Regulations regarding size, material, etc., set by the TGS Management Office will be provided in the Exhibitor Briefing.</p>	<p>Previous Policy ※ Subject to change for 2026. Please note. Stands made of rigid materials (e.g., paper) exceeding 32 cm in width Cannot be distributed or sold</p>
<b>Booth Management</b>	Wearing of mascots without sales activities; sales activities by celebrities, voice actors, or notable figures	<p>Permitted if the celebrity themselves was involved in the production of the item. ※However, to prevent crowding by attendees, it must be kept within the temporary crowd control area</p>
<b>Booth Management</b>	Sales after closing time	
<b>Booth Management</b>	Booth guidance or PR using transistor megaphones (amplifiers)	May be temporarily permitted for use as an emergency evacuation route during crowding or disasters within or around the booth

# TOKYO GAME SHOW 2026