

TOKYO GAME SHOW 2026

Overseas Event Briefing Sponsorship



More than 600 overseas game-related companies and organizations from 47 countries and regions exhibited at TGS2025, and that number is expected to grow. The show has also recorded 107,000 business visitors, establishing it as the world's leading gaming event. In order to meet the information needs of overseas exhibitors, which are increasing every year, TGS Management Office holds TGS2026 briefing sessions in major Asian cities.

[TOKYO GAME SHOW 2026 Overseas Event Briefing· Schedule & Location]

- February 20 (Fri.) : Bangkok (Thailand) ● February 24 (Tue.) : Ho Chih Minh (Vietnam)
- February 27 (Fri.) : Seoul (Korea) ● March 2 (Mon.) : Taipei (Taiwan)
- March 16 (Mon.) : Vancouver (Canada) ● March 18 (Wed.) : Montreal (Canada)
- March 24 (Tue.) : Shenzhen (China) ● March 27 (Fri.) : Chengdu (China)
- March 30 (Mon.) : Jakarta (Indonesia) ● April 1 (Wed.) : Kuala Lumpur (Malaysia)
- April 2 (Thu.) : Singapore ● April 8 (Wed.) : Hong Kong
- April 10 (Fri.) Manila (Philippines) ● April 30 (Thu.) Mumbai (India)
- May 3 (Sun.) : Riyadh (Saudi Arabia) ● May 5 (Tue.) : Abu Dhabi (United Arab Emirates)
- May 7 (Thu.) : Istanbul (Turkey)

※Dates and locations are subject to change.

[Sponsorship Categories] Game IP Content Platforms, Game-related Service Providers, Game Publishers, Game Marketplaces, Regional Game Associations and Government agencies, etc.

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Sponsorship Menu

Sponsorship Fee (1 Location·Tax Inclusive) : JPY 440,000

■ Sponsorship Benefits

1. **Logo on the main screen at the presentation**
2. **Display a banner at the catering venue as a “Catering Sponsor”**
3. **Distribute promotional items (giveaways) for all participants**

■ Meeting Scale: 30-50 pax (mainly game industry professionals)



[TOKYO GAME SHOW 2026 Overseas Event Briefing·Sponsorship Closing Dates]

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Sponsorship Closing Date :

- Contact Us
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- February 16 (Mon.)
- February 18 (Wed.)
- February 24 (Tue.)
- February 27 (Fri.)
- March 2 (Mon.)
- March 4 (Wed.)
- March 5 (Thu.)
- March 11 (Wed.)
- March 13 (Fri.)
- April 2 (Thu.)
- April 3 (Fri.)
- April 7 (Tue.)
- April 9 (Thu.)

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● To Inquiry / To Contact

TOKYO GAME SHOW Management Office E-mail : tgs-ope@nikkeibp.co.jp

Notes :

- ※The sponsorship fee does not include the travel expense, including, air travel, accommodations, and other expenses.
- ※The sponsorship fee does not include the cost of additional equipment or rental items at the venue on the day of the event.
- ※Local interpreters are available upon request with separated expense.

