

# **CEDEC2025 Sponsorship Application Criteria**

▶ **Tuesday, July 22-Thursday,  
July 24, 2025**



**COMPUTER ENTERTAINMENT  
SUPPLIER'S ASSOCIATION**

**CEDEC Steering Committee**

Updated March  
3, 2025

Computer Entertainment Developers Conference 2025 (CEDEC2025) is an international conference organized by CESA, an industry organization, to improve the technical capabilities of the overall computer entertainment industry. It is positioned as one of the most important events, on par with the Tokyo Game Show, as a forum for sharing the latest technology and business information across industry, industry-academia-government boundaries.

CEDEC2024, the entirely hybrid conference where restrictions on the number of in-person participants were lifted for the first time after the COVID-19 pandemic, featured 215 sessions, hosted 9,586 visitors and was supported by 57 sponsoring companies.

At CEDEC2025, we will continue to offer sponsor programs, both online and in person, to provide a forum for business opportunities for everyone. We sincerely hope that you will consider becoming a sponsor of CEDEC.

# Event Overview

- Dates: Tuesday, July 22-Thursday, July 24, 2025
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Format: Hybrid event
- Venue: In-person PACIFICO YOKOHAMA North (Minatomirai, Nishi-Ku, Yokohama, Kanagawa)
- Live streaming: All presentations will be streamed live online
- Time-shifted streaming: Wednesday, July 24 - Monday, August 4, at 10:00 a.m.
- Number of scheduled sessions: 200
- Number of participants (including speakers and related parties): approx. 9,586 (same as last year), of which more than 2,200 (expected) will attend the event in person.
  - \*Past results: 2024 (hybrid events) 9,586 participants
  - 2023 (hybrid events) 9,552 participants
  - 2022 (held online) 9,739 participants
- Theme: Innovating Fun
- Concurrent Events: CEDEC AWARDS, Developers' Night, Welcome Reception

# Previous Year's Results (Participant Demographics and Media)

## 1. No. of participants

- Participants: 8,385
- Speakers and other related parties: 1,201

Total number of participants: 9,586

## 2. Media

### 1) Number of media registrations

(TV, newspapers, magazines, websites)

39 media / 80 persons

### 2) Number of articles published

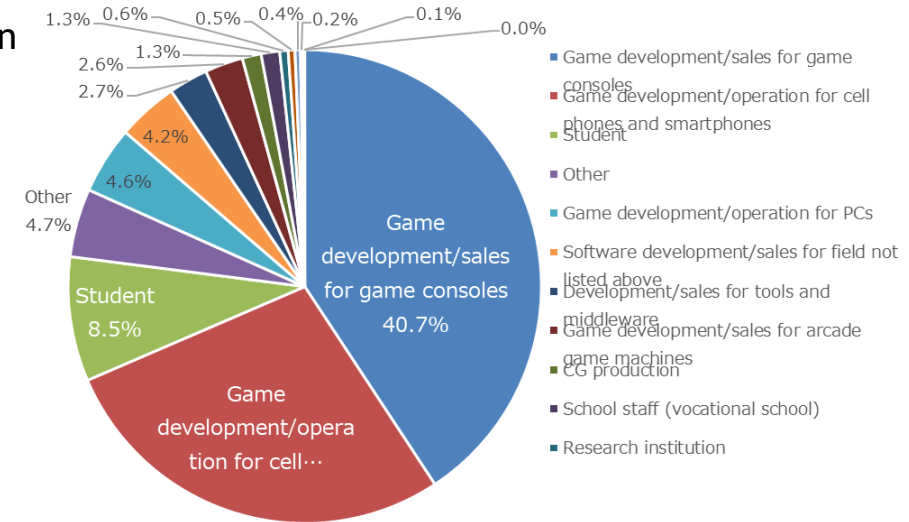
Pre-event: 314

Post-event: 607 (including those posted during the event)

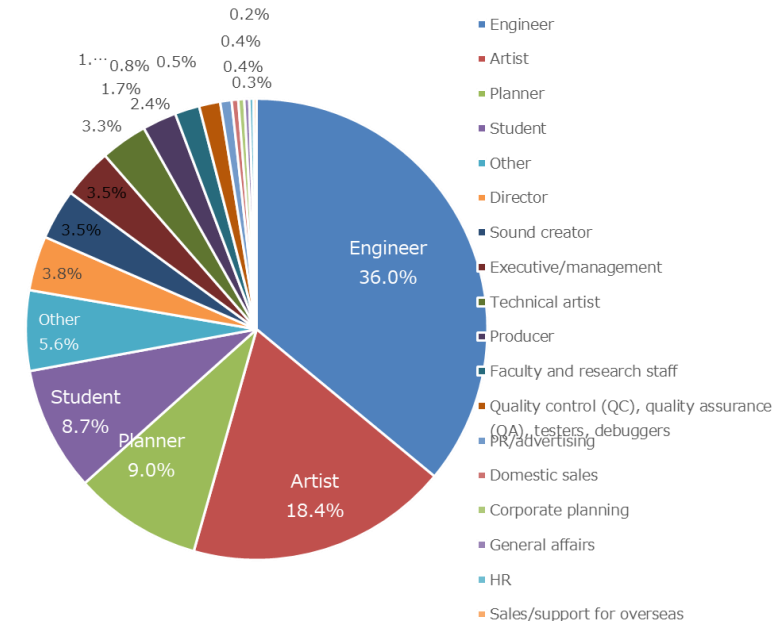
Total: 921

## 3. Participant demographics

### - Current primary occupation



### - Company industry



## ■ Official Website access results

(July 1, 2023 - September 30, 2024)

Page views: 2,123,169

Users: 182,390

Average access time: 7 min 11 sec

## ■ CEDiL access results

(August 24, 2024 - December 31, 2024)

Page views: 260,094

Users: : 34,670

Average access time: 4 min 17 sec

## ■ Live streaming results

(August 21, 2024 - August 23, 2024)

Total views: 54,165

\*Total number of unique views per session watched for at least 5 minutes

## ■ Time-shifted streaming online streaming results

(August 22, 2024 - September 2, 2024)

Total views: 120,850

\*Total number of unique views per session watched for at least 5 minutes

# Previous Year's Results: Sponsor List

## ■ Gold Sponsor



## ■ Silver Sponsor



## ■ PR Program Sponsor



## ■ Equipment Sponsorship



## ■ Developers' Night Sponsorship



## ■ Welcome Reception Sponsorship



# Attendance Style for Hybrid Events

This year's CEDEC is a hybrid event.

Participants will need to purchase a “Conference Pass” to listen to sessions, but sponsored sessions and the CEDEC AWARDS will be delivered live on the YouTube channel free of charge. \*Only sponsored sessions will be archived.

## ■ Attendance style for sponsored sessions

(1) In-person participation

[Required Conference Pass] Regular Pass, Daily Pass, Expo & Sponsor Pass

(2) Online streaming participation (live streaming, time-shifted streaming)

[Required Conference Pass] Regular Pass, Online Pass

(3) Online streaming participation (free live/archived streaming on YouTube)

[Conference Pass not required]

\*Expo & Sponsor Pass entitles participants to attend Sponsored Sessions and Interactive Sessions only.

\*Online streaming of sponsored sessions on YouTube is optional.



[Optional] CEDEC YouTube channel



# **CEDEC2025**

## **Sponsorship Program Information**



# Changes of Note to the Sponsorship Program

## **[New Items Added to Sponsorship Menu]**

- The following new items will be available:
  - Tote Bag Insert (p. 25)
  - Digital Signage (p. 27)
  - Escalator Advertising (p. 28)
  - Pacifco Yokohama Outdoor Flags (p. 29)

## **[Introduction of Original Sponsorship Menu Items]** (p. 41)

- We can discuss the possibility of an original menu item for your company should existing ones not meet your needs.

## **[Elimination of 3-table Option From Exhibition Booths]** (p. 13)

- Odd-numbered table exhibition booths will be eliminated.  
Please apply for tables in groups of 2, e.g. 2, 4 or 6.
- As a result, the special free 3-table upgrade bonus for the sponsorship menu available until last year will be changed.

## **[Offering Food and Drink Is Now Prohibited]** (p. 50)

- Offering food and drink as novelties within the venue is now prohibited, except as part of the Networking Lounge Sponsorship, offering tasting samples of your company's food or beverage products, or when offering food and beverages is included in an original menu item.

## **[Introduction of Right for Priority Selection of Sponsored Session Date and Time]** (pp. 36-38)

- We will add the right for priority selection of a sponsored session's date and time to a portion of items on the sponsorship menu. This right is granted to companies who apply for a sponsored session and an eligible menu item at the same time.

## **[Developers' Night Ticket Purchase Right]** (pp. 37-39)

- The right to purchase Developers' Night tickets will be extended to a portion of sponsors.

## **[Introduction of Set Discounts]** (pp. 27-34)

- We now offer set discounts that enable you to apply for a portion items on the sponsorship menu at a reduced price.

## **[Promotional Videos Between Sessions During Time-shifted Streaming]**

- Promotional videos shown between sessions during live streaming will also be shown during time-shifted streaming.

# Menu List

| Menu                      |                                 |  |  | Member rate ¥<br>(excluding tax) | General rate ¥<br>(excluding tax) | Point   | Amount |
|---------------------------|---------------------------------|--|--|----------------------------------|-----------------------------------|---------|--------|
| Exhibition booths         | 1                               | Exhibition booths  | Early application  | 360,000                          | 410,000                           | 4       | 13~14  |
|                           | 2                               | Exhibition booths  | Normal application   | 400,000                          | 460,000                           |         |        |
|                           | 3                               | Exhibition booths (2 tables added)                                 | Early application  | 320,000                          | 270,000                           | 3       |        |
|                           | 4                               | Exhibition booths (2 tables added)                                 | Normal application   | 350,000                          | 400,000                           |         |        |
|                           | 5                               | Book Sales Area  | Royalty (5% of sales)□   | 50,000 + Royalty                 | 70,000 + Royalty                  | 1       |        |
| Sponsored session         | 6                               | Sponsored session (60 minutes)                                     | Early application  | 720,000                          | 830,000                           | 8       | 16~18  |
|                           | 7                               | Sponsored session (60 minutes)                                     | Normal application   | 850,000                          | 980,000                           |         |        |
|                           | 8                               | Sponsored short sessions (25 minutes)                              | Early application  | 450,000                          | 520,000                           | 5       |        |
|                           | 9                               | Sponsored short sessions (25 minutes)                              | Normal application   | 540,000                          | 620,000                           |         |        |
|                           | 10                              | Sponsored Hands-on Workshops (in-person only, no online streaming) | Early application *Please provide your own PCs and other equipment.  | 250,000                          | 290,000                           | 3       |        |
|                           | 11                              | Sponsored Hands-on Workshops (in-person only, no online streaming) | Normal application *Please provide your own PCs and other equipment. | 300,000                          | 350,000                           |         |        |
| Interval advertisement    | 12                              | Promotional Video Between Sessions                                 | 1 channel per day  | 210,000                          | 240,000                           | 3       | 20     |
|                           | 13                              | Promotional Video Between Sessions                                 | Spot   | 50,000                           | 60,000                            | 1       |        |
| Map                       | 14                              | Official Guide Map Advertisement                                   |  | 1,000,000                        | 1,150,000                         | 11      | 21     |
| Logoeed goods/productions | 15                              | Neck Strap Advertisement   |  | 2,000,000                        | 2,300,000                         | 20      | 22     |
|                           | 16                              | Uchiwa Fan Advertisement   | 3,000  | 1,000,000                        | 1,150,000                         | 11      | 23     |
|                           | 17                              | Uchiwa Fan Advertisement   | 4,000  | 1,250,000                        | 1,440,000                         | 13      |        |
|                           | 18                              | Tote Bag Advertisement   |  | 2,000,000                        | 2,300,000                         | 20      | 24     |
|                           | 19                              | Tote Bag Insert  |  | 200,000                          | 230,000                           | 2       | 25     |
|                           | 20                              | Entrance Banners   |  | 300,000                          | 350,000                           | 4       | 26     |
|                           | 21                              | Digital Signage  | Still images   | 250,000                          | 290,000                           | 3       | 27     |
|                           | 22                              | Digital Signage  | Still images (Set discount)  | 400,000                          | 460,000                           | 4       |        |
|                           | 23                              | Digital Signage  | Videos   | 350,000                          | 400,000                           | 4       |        |
|                           | 24                              | Digital Signage  | Videos (Set discount)  | 560,000                          | 640,000                           | 5       |        |
|                           | 25                              | Digital Signage  | Exclusive use by 1 company   | 2,000,000                        | 2,300,000                         | 20      | 28     |
|                           | 26                              | Escalator Advertising  | 1F - 2F long decals  | 1,400,000                        | 1,610,000                         | 16      |        |
|                           | 27                              | Escalator Advertising  | 1F - 2F 600-mm square decals   | 1,100,000                        | 1,270,000                         | 12      |        |
|                           | 28                              | Escalator Advertising  | 2F - 3F long decals  | 1,200,000                        | 1,380,000                         | 13      |        |
|                           | 29                              | Escalator Advertising  | 2F - 3F 600-mm square decals   | 800,000                          | 920,000                           | 9       |        |
|                           | 30                              | Escalator Advertising  | 1F - 3F long decals (Set discount)                                   | 2,000,000                        | 2,300,000                         | 20      |        |
|                           | 31                              | Escalator Advertising  | 1F - 3F 600-mm square decals (Set discount)                          | 1,500,000                        | 1,730,000                         | 16      | 29     |
| 32                        | Pacifico Yokohama Outdoor Flags | Queen Mall Bridge (All)  | 340,000  | 390,000                          | 3                                 |         |        |
| 33                        | Pacifico Yokohama Outdoor Flags | Queen Mall Bridge (Half)   | 200,000  | 230,000                          | 2                                 |         |        |
| 34                        | Pacifico Yokohama Outdoor Flags | Plaza Deck B (All)   | 400,000  | 460,000                          | 4                                 |         |        |
| 35                        | Pacifico Yokohama Outdoor Flags | Plaza Deck B (Half)  | 240,000  | 270,000                          | 2                                 |         |        |
| 36                        | Pacifico Yokohama Outdoor Flags | All (Set discount)   | 700,000  | 800,000                          | 7                                 |         |        |
| 37                        | Pacifico Yokohama Outdoor Flags | Half (Set discount)  | 400,000  | 450,000                          | 4                                 |         |        |
| Web/email advertising     | 38                              | Email Advertisement  | 5-line ad 1 email  | 300,000                          | 350,000                           | 3       | 30     |
|                           | 39                              | Email Advertisement  | 5-line ad 2 emails   | 500,000                          | 580,000                           | 6       |        |
|                           | 40                              | Official Website Advertisement                                     | A type (Main page)   | 590,000                          | 680,000                           | 6       |        |
|                           | 41                              | Official Website Advertisement                                     | B type (Main page)   | 360,000                          | 410,000                           | 4       | 31     |
|                           | 42                              | Official Website Advertisement                                     | C type (My Page)   | 250,000                          | 290,000                           | 3       |        |
|                           | 43                              | Official Website Advertisement                                     | D type (Session listing page)  | 225,000                          | 260,000                           | 2       |        |
|                           | 44                              | Live Streaming Page Banner Advertisement                           |  | 250,000                          | 290,000                           | 3       |        |
|                           | 45                              | Time-shifted Streaming Page Banner Advertisement                   |  | 200,000                          | 230,000                           | 2       |        |
|                           | Annual Advertising              | 46   | CEDIL Banner Advertisement   | A type                           | 235,000                           | 270,000 | 3      |
| 47                        |                                 | CEDIL Banner Advertisement   | B type   | 85,000                           | 100,000                           | 1       |        |
| te                        | 48                              | Sponsor Tags   |  |                                  | 570,000                           | 5       | 35     |
| Sponsorship Menu          | 49                              | Developers' Night Sponsorship                                      | Platinum   |                                  | 2,000,000                         | 24      | 36     |
|                           | 50                              | Developers' Night Sponsorship                                      | Gold   |                                  | 1,000,000                         | 12      |        |
|                           | 51                              | Developers' Night Sponsorship                                      | Silver   |                                  | 500,000                           | 6       |        |
|                           | 52                              | Developers' Night Sponsorship                                      | Logo   |                                  | 100,000                           | 1       |        |
|                           | 53                              | Welcome Reception Sponsorship                                      | Platinum   |                                  | 1,500,000                         | 16      | 37     |
|                           | 54                              | Welcome Reception Sponsorship                                      | Gold   |                                  | 1,000,000                         | 12      |        |
|                           | 55                              | Welcome Reception Sponsorship                                      | Silver   |                                  | 500,000                           | 6       |        |
|                           | 56                              | Welcome Reception Sponsorship                                      | Logo   |                                  | 100,000                           | 1       |        |
|                           | 57                              | CEDEC AWARDS Sponsorship   | Platinum   |                                  | 1,000,000                         | 12      | 38     |
|                           | 58                              | CEDEC AWARDS Sponsorship   | Gold   |                                  | 500,000                           | 6       |        |
|                           | 59                              | Networking Lounge Sponsorship                                      | 1Day *3 slot only  |                                  | 1,500,000                         | 16      | 39     |
| 60                        | Networking Lounge Sponsorship   | 3Days *One slot only   |  | 4,000,000                        | 44                                |         |        |
| 61                        | Equipment & Systems Sponsorship | Specific details will be decided upon consultation.                |  | Please contact the Secretariat.  | 0                                 | 40      |        |
| Option                    | 62                              | Original Sponsorship Menu Item                                     |  |                                  | Please contact the Secretariat.   |         | 41     |
|                           | 63                              | Session Room Booked Exclusively                                    | Please contact the secretariat for details.                          |                                  | 3,000,000~                        |         | 42     |
|                           | 64                              | Conference Room Rental   | Please contact the secretariat for details.                          |                                  | 220,000~                          |         | 43     |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

\*If there are too many applications for a sponsorship menu, priority will be given to past results. Also, if there are multiple companies with the same conditions, priority will be given to CESA members.

Points based on the content of the application.

From last year, a new fee was established for members of the Computer Entertainment Supplier's Association (CESA).

Member and general rates have been set with the exception of some menu items.

For inquiries about joining the Computer Entertainment Supplier's Association (CESA), please contact the CESA Secretariat at [info@cesa.or.jp](mailto:info@cesa.or.jp).

The application of the membership fee will be available for those who apply for membership by the end of April.

URL for membership information  
<https://www.cesa.or.jp/about/admission/procedures.html>

The screenshot shows the CESA website header with the logo and navigation links. The main content area is titled "Membership Application Procedure" and includes a breadcrumb trail: HOME > English > Membership Application Procedure. A sidebar on the left lists navigation options: Overview of CESA, Board of Directors, Activities of CESA committees, Members List, and Membership Application Procedure. The main text area contains the heading "Membership Application Procedure" followed by a thank-you message and a link to details. Below this is a section titled "[1] Types of Membership" which explains that the association is supported by different types of members. A table lists "Regular Member" with a description: "Corporations and individuals, who are engaged in the development, production or distribution of computer entertainment software, and those who provide on-line facilities or related services necessary to use computer entertainment software, and organizations comprised of such individuals or corporations."

# Sponsor Point Program

The sponsor grade is determined by the total number of points applied for the sponsorship menu.

For the sponsorship menu, points are assigned according to the menu content, such as "Exhibition booth: 4 points," "Sponsored session (60 minutes): 8 points," etc.

\*Please refer to the table on page 10 for details on points.

Each sponsoring company will be classified into four categories according to the total number of points in the application menu as follows: Platinum Sponsor, Gold Sponsor, Silver Sponsor, and PR Program Sponsor.

Platinum Sponsor: 80 points or more

Gold Sponsor: 50 points or more

Silver Sponsor: 25 points or more

PR Program Sponsor: 24 points or less

When displaying logos on the sponsor list on the official website, the sponsor logos will increase in size in the following order: PR Program, Silver, Gold, and Platinum.

Platinum and Gold sponsors will also have their logos displayed on the Official Guide Map distributed at the on-site venue. Please note that due to limited logo space, the size of each company's logo will vary depending on the number of top sponsors.

The higher the sponsor grade, the more menu items available and the higher the priority in selection when other companies share the same conditions.

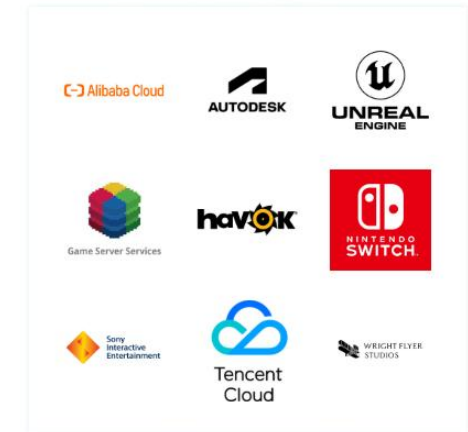
The Developers' Night Ticket Priority Purchase Right grants 3 tickets to Platinum Sponsors, 2 tickets to Gold Sponsors and 1 ticket to Silver Sponsors.

We plan to include the logos of companies confirmed as Silver Sponsors and above at the end of April on a poster to be distributed to CESA members.

ゴールドスポンサー



シルバースポンサー



PRプログラム



Example of official website posting

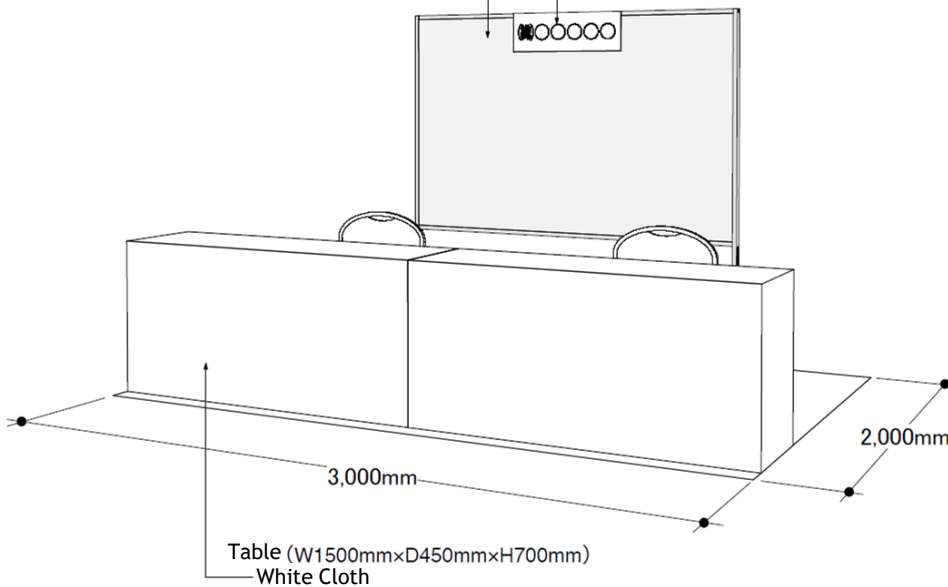
# [1-4] Exhibition booths

Lottery

- An exhibition area will be established for the sponsors on the 1st floor of the CEDEC venue in the Networking Lounge (tentative).
- The layout has been changed since last year, and since the exhibition area is adjacent to the session venue and break area where visitors can eat and drink, many participants are expected to stay and they have more opportunities to visit the exhibition booths.

BBS W1858mm×H1789mm  
(板面H1160mm)

Name Plate(W600mm×H200mm)



Basic booth image

\*Booth specifications may be subject to change.

## [Specifications]

- Booth space 3m x 2m
  - Conference table (w1500 x d450 x h700) x 2 cloth covered
  - Chair x 2
  - Bulletin board (w1858 x h1789 (board surface h1160)) x 1
  - Company name sign (w600 x h200, square Gothic)
  - Power supply main line construction (1kW), electricity usage fee
  - Items included in the application: Regular Pass x 1
- \*Booths may have more than 4 tables. Tables may be added in groups of two.  
(4-table booth: Booth space 6m x 2m, Conference table + 4 chairs, 2 Regular Passes)

## [Prices]

- Early application (Member rate) 360,000 yen (excluding tax)
- Early application (General rate) 410,000 yen (excluding tax)
- Normal application (Member rate) 400,000 yen (excluding tax)
- Normal application (General rate) 460,000 yen (excluding tax)

When applying for a booth with 4 or more tables, the following amounts will be added for each additional group of two tables.

- Early application (Member rate) 320,000 yen (excluding tax)
- Early application (General rate) 370,000 yen (excluding tax)
- Normal application (Member rate) 350,000 yen (excluding tax)
- Normal application (General rate) 400,000 yen (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

\*Note: Regarding the range of attracting visitors in front of the booth: "Width of the booth desk x Width of the booth up to 1.5 meters from the desk"

Due to the fact that the venue has been warned about the large number of attendees, it has been decided to establish certain regulations.

[First application deadline (Early application deadline): Monday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.



2023 set up

# [1-4] Exhibition booths

Lottery

## ■About applications

- Please refer to "Exhibition Booth Locations" on page 46 for details on how to determine the location of your exhibition booth.
- No presentations or sales of goods are allowed in the exhibit booth area.
- Booth layouts may be subject to change depending on the number of exhibitors.
- One Regular Pass is included per application.
- When applying for a booth with 4 or more tables, 1 additional Regular Pass will be added per additional group of 2 tables.

## ■Option Menu

You may apply for the following options upon request:

- ◇ Internet connection (wired)
  - FLET'S Hikari Next Family Giga Line (IP 0)
- ◇ Catalog stand
  - A4 size 12 shelves (w250 x d550 x h1700)
  - A4 size 3 shelves (w250 x d200 x h385) \*For tabletop use

## ◇Additional Chairs

## ◇ Additional electric capacity

\*Prices are subject to change in line with changes in PACIFICO YOKOHAMA prices. For more information, please contact the Secretariat.

## ◇ Barcode reader

In the CEDEC venue, visitors will wear a Conference Pass with a barcode. By scanning visitors' barcodes with a dedicated reader at each exhibition booth, you will be able to receive data on visitors' personal information after the exhibition.

\*Each sponsor is responsible for scanning visitors' barcodes.

- Unlimited number of registrations (1 unit) = 50,000 yen (excluding tax)
- Pricing based on the number of registrations (1 unit) = 30,000 yen (+ number of registrations x 30 yen) (excluding tax)
- Additional reader = 10,000 yen/unit (excluding tax)

If you have any other requests, please contact the Secretariat.



2023 set up

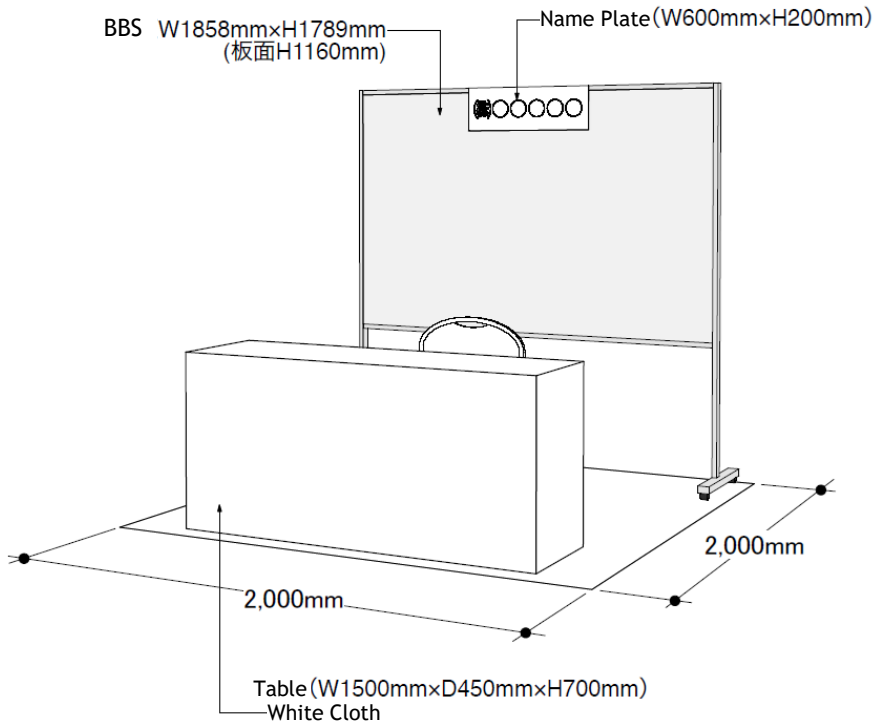
[First application deadline (Early application deadline): Monday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [5] Book Sales Area

Lottery

- The “CEDEC Bookstore,” which sells books related to computer entertainment development, will be set up in the 1st floor Networking Lounge (tentative) of the CEDEC venue.
- In addition to direct communication with participants, it will offer services that are not available at regular bookstore sales, such as discount sales and sampling.
- If you wish to hold a sales promotion event such as a book signing by the author, please contact the Secretariat.



\*Booth specifications may be subject to change.

## [Specifications]

- Booth space: 2m x 2m x 1 cloth covered
- Conference table (w1500 x d450 x h700)
- Chair x 1, Bulletin Board x 1
- Location: 1F Networking Lounge
- Sales method: Individual sales at each booth
- \*Only sales of books are allowed under this plan.  
No sales or display of products other than books are allowed.

## [Prices]

- Member rate: 50,000 yen (excluding tax) + royalty (5% of sales)
- General rate: 70,000 yen (excluding tax) + royalty (5% of sales)
- Multiple booths are allowed.
- You will be asked to report the sales after the exhibition.  
We will charge 5% of sales as royalty.

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.



2023 set up

## ■About applications

- Booths that have been applied for by March 31 will be selected in the order of the number of applications received. If there is still multiple applications, a lottery will be held to determine the order of priority.
- For companies applying after April 1, booth we will notify them in order after booth locations are determined for companies that have applied before March 31.
- Depending on the number of applications, the Secretariat may not be able to meet your request for a specific location.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

## [Implementation format]

CEDEC2025 will use a hybrid format combining lectures at the venue with live online streaming. Participants may attend the course in person at an on-site venue or online.

- Eligible participants: on-site venue participants and online participants
- Method of presentation: Choose from the following three options
  1. Going to the venue to present (on-site presentation)
  2. Providing pre-recorded videos (video presentation)
  3. Giving a presentation remotely (on ZOOM) (remote presentation)
- Venue scale: Approx. 100 persons

■ **Method of streaming:** \*Live online streaming or recorded online streaming by your own company is not permitted.

- Live streaming (all sessions available)
  - Viewing eligibility: CEDEC2025 Regular Pass and Online Pass purchasers
  - Streaming period: Live streaming
- Time-shifted online streaming (all sessions available)
  - Viewing eligibility: CEDEC2025 Regular Pass and Online Pass purchasers
  - Streaming period: Scheduled for the day after the presentation to August. 4, 2025 at 10:00 AM \*The streaming period is subject to change, such as an extension of the deadline.
- Free live streaming/archiving on YouTube (only for sessions you wish to view, optional)
  - Viewing eligibility: No restrictions on viewers \*No personal information of viewers can be obtained.
  - Streaming period: Live streaming + archived streaming \*YouTube archived streaming is scheduled to be available around 2 weeks after the end of the event.

[First application deadline (Early application deadline): Monday, March 31 / Final deadline: Monday, June 2]

\*Deadline for requesting viewer personal information: Monday, May 26

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.



## [Specifications]

- Presentation duration: 60 minutes or 25 minutes
- Incidental equipment: Microphone set, Internet connection (wired, 1 location)  
Camera: 1 camera, fixed shooting  
\*It will be transmitted by switching between the speaker's video and the presentation data.

## [Prices]

- |   |                                   |                             |
|---|-----------------------------------|-----------------------------|
| - Sponsored session (60 minutes)        | Early application (Member rate)   | 720,000 yen (excluding tax) |
|   | Early application (General rate)  | 830,000 yen (excluding tax) |
|   | Normal application (Member rate)  | 850,000 yen (excluding tax) |
|   | Normal application (General rate) | 980,000 yen (excluding tax) |
| - Sponsored short sessions (25 minutes) | Early application (Member rate)   | 450,000 yen (excluding tax) |
|   | Early application (General rate)  | 520,000 yen (excluding tax) |
|   | Normal application (Member rate)  | 540,000 yen (excluding tax) |
|   | Normal application (General rate) | 620,000 yen (excluding tax) |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

## ■Presentation Dates and Times for Sessions

- The date and time of the presentations will be decided by the selection meeting. For details on how to determine the presentation date and time for your session, please refer to "Presentation Dates and Times for Sponsored Sessions" on page 46.
- As a result of the selection meeting, the content of sessions may be similar to other sessions in the same time slot. Please understand this beforehand.
- The presentation date and time selection meeting is scheduled for around May.

[First application deadline (Early application deadline): Monday, March 31 / Final deadline: Monday, June 2]

\*Deadline for requesting viewer personal information: Monday, May 26

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

## ■About applications

- If the number of applications exceeds the number of available spaces before March 31, a lottery will be held. (From April 1 onward, first-come, first-served basis)
- If you have difficulty with time-shifted streaming online, you cannot register for sponsored sessions.

## ■What is included in the application

- One Regular Pass per application
- Session video recordings provided
- Personal information of your session viewers for live streaming and time-shifted streaming provided (Time-shifted streaming is available only for viewers who watch more than 5 minutes of the session)
  - Name, email address, company, department, job title, and type of business
  - \*The deadline for requesting viewer personal information: Monday, May 26. If you apply after the deadline, we will not be able to provide personal information.
  - \*If you also wish to obtain the personal information of participants in person at the event venue, please apply separately for barcode reader rental as described below.

## ■Barcode reader

- Within the CEDEC venue, visitors will wear a Conference Pass with a barcode. By scanning visitors' barcodes with a dedicated reader at the entrance of your company's session venue, you will receive data on participants' personal information after the exhibition. \*Each sponsor is responsible for scanning visitor barcodes.
  - Unlimited number of registrations (1 unit) = 50,000 yen (excluding tax)
  - Pricing based on the number of registrations (1 unit) = 30,000 yen (+ number of registrations x 30 yen) (excluding tax)
  - Additional reader = 10,000 yen/unit (excluding tax)

## ■Participants' participation in sessions

- On the day of the event, organizers will not accept pre-registration but participants may choose the sessions they wish to attend. If you wish to conduct pre-registration, please do so at your company.  
(You can link from the official CEDEC website to an acceptance form that your company prepares.)

## ■Interpretation arrangements

- Referrals are available for a fee. Please contact the Secretariat separately.

## ■Time-shifted Online Streaming

- From CEDEC2025, promotional videos shown between sessions during live streaming will also be shown during time-shifted streaming.

[First application deadline (Early application deadline): Monday, March 31 / Final deadline: Monday, June 2]

\*Deadline for requesting viewer personal information: Monday, May 26

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [10-11] Sponsored Hands-on Workshops

First-come, first-served basis

- It is possible to conduct hands-on workshops where participants can actually experience products using an actual PC.
- Hands-on workshops are available for in-person participants only. There is no online streaming.

## [Specifications]

- Duration: 60 minutes per session
  - Capacity: 20 people (school style)
  - Incidental equipment: Projector, microphone set, internet connection (wired, 1 location)
- \*Please provide your own PCs and other equipment.

## [Prices]

|   |                             |
|---|-----------------------------|
| Early application (Member rate)<br>tax)   | 250,000 yen (excluding tax) |
| Early application (General rate)<br>tax)  | 330,000 yen (excluding tax) |
| Normal application (Member rate)<br>tax)  | 290,000 yen (excluding tax) |
| Normal application (General rate)<br>tax) | 380,000 yen (excluding tax) |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

## ■Barcode reader

- In the CEDEC venue, visitors will wear a Conference Pass with a barcode. By scanning visitors' barcodes with a dedicated reader at the entrance to your company's session venue, you will be able to receive data on participants' personal information after the exhibition.

\*Each sponsor is responsible for scanning visitors' barcodes.

- Unlimited number of registrations (1 unit) = 50,000 yen (excluding tax)
- Pricing based on the number of registrations (1 unit) = 30,000 yen (+ number of registrations x 30 yen) (excluding tax)
- Additional reader = 10,000 yen/unit (excluding tax)

## ■About applications

- **First-come, first-served basis:** The Secretariat will contact you regarding the schedule and time of the presentation in the order of application (around May).
- Only hands-on workshop-style programs can be conducted under this plan. If you wish to present a lecture-style presentation, please apply for a sponsored session.



Depiction

- You can show your company's promotional video on the live streaming channel.

## [Specifications]

- Duration of showing: Before the start of sessions
- Video length: 60 seconds or less

\*Video content is limited. For more information, please refer to the "Important Points to Consider for Presentations, and Advertisements" on page 48.

## [Prices]

- Spot \*Slot selection between sessions is possible
  - Member rate: 50,000 yen (excluding tax)
  - General rate: 60,000 yen (excluding tax)
- 1 channel per day \*Channel selection is possible (7 times between all sessions per channel)
  - Member rate: 210,000 yen (excluding tax)
  - General rate: 240,000 yen (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

## [How the Time Schedule Will Be Decided]

If companies with spot plan and 1 channel per day plan apply for the same slot, priority will be given to the 1 channel per day plan in deciding the time schedule.

## [Time-shifted Streaming]

From CEDEC2025, promotional videos shown between sessions during live streaming will also be shown during time-shifted streaming.

**\*Further details including time schedule will be announced after June.**

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [14] Official Guide Map Advertisement

Lottery

•Advertisements will be displayed on the guide map and be distributed to participants on the day of the event.



Sample Guide Map

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, May 26]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

## [Media Overview]

Distribution Location: Distributed free of charge at the registration desk for participants and at the entrances to the session venues

Specifications: Folded map, all-color on both sides

Size when folded: 210 (length) x 110 (width) (mm)

Advertising placement: Back Cover (Table 4)

Ad size: 210 (length) x 110 (width) (mm)

## [Prices]

Member rate: 1,000,000 yen (excluding tax)

General rate: 1,150,000 yen (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

\*An exhibitor is defined as a company that will have either an exhibition booth, sponsored sessions or sponsorship menu.

\*Limited to one company. If there are multiple company applications before March 31, a lottery will be held.

\*Listed prices do not include print proof costs. Please contact us in advance if you would like a proof as there will be an additional charge.

\*The final application deadline is also the deadline for print proof requests.

# [15] Neck Strap Advertisement

Priority

- Logos will be placed on the neck strap of the Conference Pass, which participants and speakers will wear at all times in the venue.  
*\*This item will be sold to the Silver Sponsors or higher on a priority basis. Please contact the Secretariat if you would like to make a request.*

## [Specifications]

- Material: Nylon satin weave
- Size: w15 x h900 (mm)
- Color: mono-color
- Distribution target: participants, speakers, and related parties
- Production quantity: 4,000
- \*The logo will alternate with the CEDEC logo.*

## [Prices]

- Member rate: 2,000,000 yen (excluding tax)
- General rate: 2,300,000 yen (excluding tax)

*\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.*

- \*Listed prices do not include print proof costs. Please contact us in advance if you would like a proof as there will be an additional charge.*
- \*The final application deadline is also the deadline for print proof requests.*



*\*Layout is provisional.*

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, May 20]

*If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.*



# [18] Tote Bag Advertisement

Priority

- Logos will be placed on bags to be distributed to participants, speakers, and related parties.

## [Specifications]

- Material: Cotton
- Size: w360 x h370 x d110 (mm)
- Logo size: within w250 x h340 (mm)
- Color: mono-color
- Distribution target: participants, speakers, and related parties
- Distribution location: within the CEDEC venue
- Production quantity: 4,000

\*Listed prices do not include print proof costs. Please contact us in advance if you would like a proof as there will be an additional charge.

\*The final application deadline is also the deadline for print proof requests.

## [Prices]

Member rate: 2,000,000 yen (excluding tax)

General rate: 2,300,000 yen (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.



Sample Depiction

[First application deadline (Early application deadline): Tuesday, April 30 / Final deadline: Monday, May 12]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.



# [19] Tote Bag Insert

Lottery

- Your company's leaflets and novelty will be inserted into bags to be distributed to participants, speakers, and related parties.

## [Specifications]

### Leaflet

- Size: up to A4
- Distribution target: participants, speakers and related parties
- Distribution location: within the CEDEC venue
- Distribution quantity: 4,000

\*Printed promotional materials included in clear file holders for insertion will be limited to a maximum of 5 sheets of paper.

### Novelty

- Size: Novelty items, booklets, etc. that can fit within the bag's dimensions of w360 x h370 x d110 (mm)

• As inserts will be placed directly inside the cloth tote bag, we recommend printed materials be placed inside a clear file holder to keep them in good condition. In this case you will need to deliver the items to be inserted pre-assembled.

\*As we only expect inserts to consist of printed promotional materials and clear file holders, please contact us if your novelty weighs more than such items.

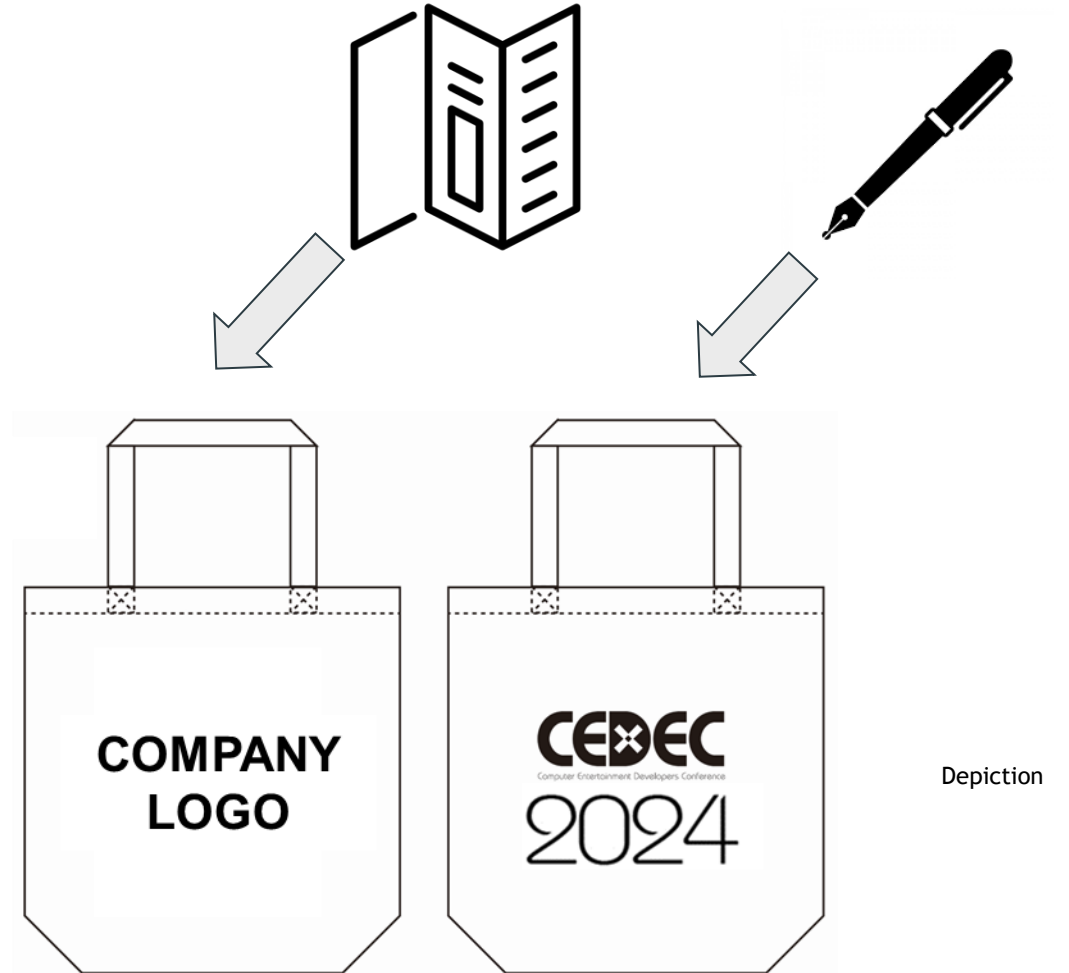
\*Booklets are limited to a maximum of 10 pages (5 double-sided pages) including the cover.

If your leaflet or novelty does not match the above criteria, please contact us to discuss alternatives.

## [Prices]

Member rate: 200,000 yen (excluding tax)

General rate: 230,000 yen (excluding tax)



[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

# [20] Entrance Banners

Lottery

Set Discount

- Large banners will be displayed near the general reception area 1st floor (tentative).
- Placed along the route to the general reception
- Only available to sponsor companies who use either the exhibition booth or the sponsorship menu.

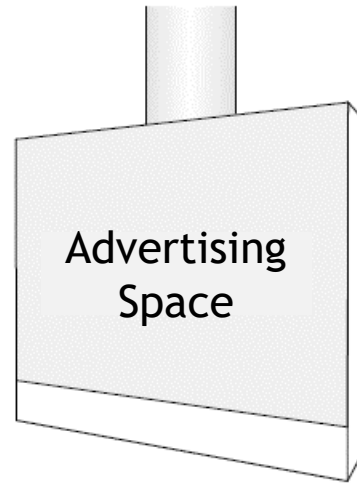
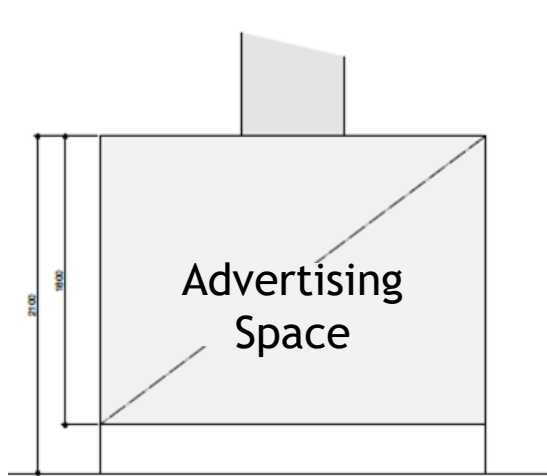
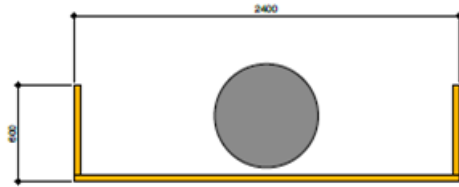
## [Specifications]

- Size: W2400 x H1800 (mm)
- Material: Styrene board, freestanding
- Display location: 1st floor, near the general reception
- Number of installable locations: 4

## [Price] \*Per advertisement location.

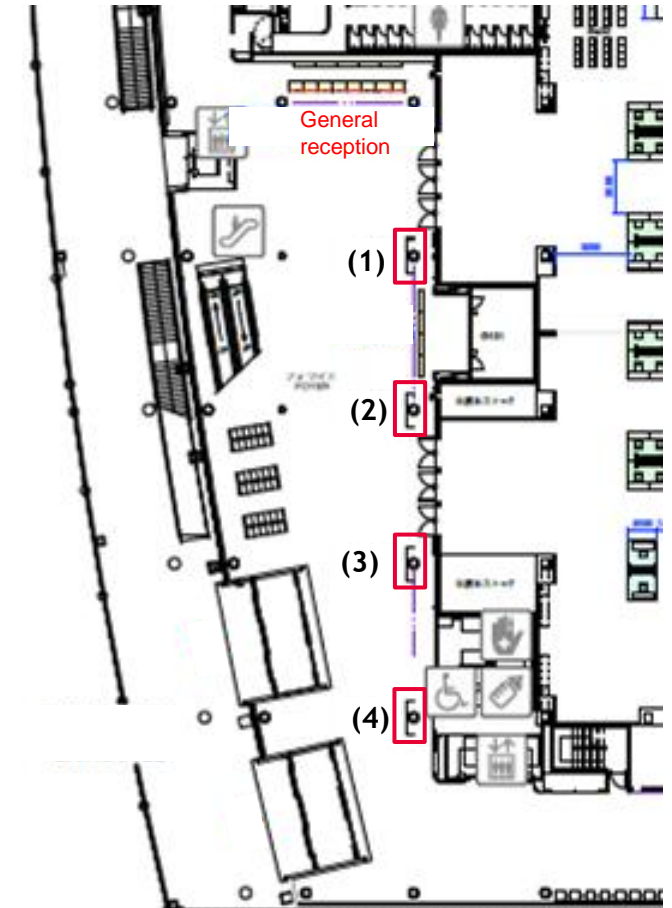
Multiple applications available  
Member rate: 300,000 yen (excluding tax)  
General rate: 350,000 yen (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.



Installation example

## ■1F Entrance banners



Display locations00

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Friday, June 27]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [21-25] Digital Signage

Lottery      Set Discount

Your chosen still images or videos will be displayed on the 9 49-inch panel digital signage system installed at General Information on the 2nd floor at Pacifico Yokohama North.

Depiction



## [Specifications]

- Still images or videos looped on digital signage.
- Recommended data sizes  
Still images: JPEG/PNG format, max. 2 MB per file  
Videos: MP4 format, max 300 MB per file
- \*All still images and videos must total 10 GB or less.
- Sound can be played through ceiling speakers mounted in front of the system.
- \*If you wish to have sound played, we will carry out final normalization of the volume (sound pressure) on each file.

|                           |                               | Still images  | Videos  |
|---------------------------|-------------------------------|---|---|
| Prices                    | 1 slot<br>(Up to 10 *1)       | Member rate: <b>250,000 yen</b> (excluding tax)<br>General rate: <b>290,000 yen</b> (excluding tax)     | Member rate: <b>350,000 yen</b> (excluding tax)<br>General rate: <b>400,000 yen</b> (excluding tax) |
|                           | Set discount                  | Member rate: <b>400,000 yen</b> (excluding tax)<br>General rate: <b>460,000 yen</b> (excluding tax)     | Member rate: <b>560,000 yen</b> (excluding tax)<br>General rate: <b>640,000 yen</b> (excluding tax) |
|                           | Exclusive use<br>by 1 company | Member rate: <b>2,000,000 yen</b> (excluding tax)<br>General rate: <b>2,300,000 yen</b> (excluding tax) |   |
| Size                      |                               | W3233×H1080 (mm), 49-inch panels x 9<br>*Resolution W1920 x H1080 pixels                                |   |
| Display location          |                               | Near General Information, 2nd floor (1 location)  |   |
| Times and dates displayed |                               | Mon., July 21 - Thur., July 24 (4 days)<br>8:00 a.m. - 8:00 p.m.  |   |
| Length                    |                               | 30 sec.   | 30 sec.<br>(varies depending on data size)  |
| Submission deadline       |                               | Fri., July 4  |   |

All listed prices in JPY (excluding tax)

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

\*1 A slot will appear approximately 20 times per hour

\*Priority will be given to applications for exclusive use by one company.

\*If companies with spot plan and 1 channel per day plan apply for the same slot, priority will be given to the set discount plan.

\*In other cases, if the number of applications exceeds the number of available spaces, a lottery will be held.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

# [26-31] Escalator Advertising

Lottery

Set Discount

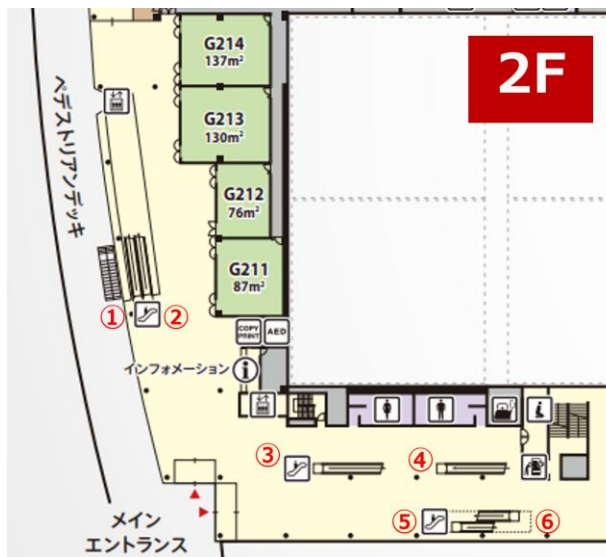
Decals will be displayed on the escalator balustrades between floors 1 and 2 and floors 2 and 3 at Pacifico Yokohama North.

Glass balustrade: **Long decal** 20m<sup>2</sup>

Glass balustrade: 600mm square decals



Escalator locations



|                     | 1F - 2F   | 2F - 3F   | 1F - 3F<br>(Set discount)   |
|---------------------|---|---|---|
| Long decal          | Member rate: 1,400,000 yen (excluding tax)<br>General rate: 1,610,000 yen (excluding tax) | Member rate: 1,200,000 yen (excluding tax)<br>General rate: 1,380,000 yen (excluding tax) | Member rate: 2,000,000 yen (excluding tax)<br>General rate: 2,300,000 yen (excluding tax) |
| 600mm square        | Member rate: 1,100,000 yen (excluding tax)<br>General rate: 1,270,000 yen (excluding tax) | Member rate: 800,000 yen (excluding tax)<br>General rate: 920,000 yen (excluding tax)     | Member rate: 1,500,000 yen (excluding tax)<br>General rate: 1,730,000 yen (excluding tax) |
| Slots               | 1 company   | 1 company   | 1 company   |
| Decal sizes         | Long 20m <sup>2</sup><br>600mm square x 26  | Long 12m <sup>2</sup><br>600mm square x 16  | Long 12m <sup>2</sup> and 20m <sup>2</sup><br>600mm square x 42                           |
| Escalator locations | ①②③④  | ⑤⑥  | ①②③④⑤⑥  |
| Display locations   | 4   | 2   | 6   |
| Print proofs        | On request  |   |   |
| Submission deadline | Fri., July 4 (Fri., June 27 if requesting proofs)   |   |   |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

[Specifications]

- Advertising will be displayed Mon., July 21 - Thurs., July 24, 2025.
- Decals will be applied so as not to cover escalator safety labels.
- No restrictions are placed on the type of design used for long decals, including single centered designs, long continuous designs, or designs split at the glass panel seams, provided they fit within 600mm x 2,000 mm.
- No restrictions are placed on the type of designs used for 600mm square decals provided they do not exceed the total prescribed number.
- Listed prices do not include print proof costs. Please contact us in advance if you would like proofs as there will be an additional charge.
- The outer side of the escalator balustrade (background) is white.

\*Priority will be given to applications for the 1F - 3F (set discount) plan.

\*If applications are made for both long and 600mm square decals, priority will be given to long decal applications.

\* In other case, if the number of applications exceeds the number of available spaces, a lottery will be held.

# [32-37] Pacifico Yokohama Outdoor Flags

Lottery

Set Discount

Advertising flags will be displayed around Pacifico Yokohama.

Depiction



AREA 7 クイーンモール橋/24基・24枚

AREA 8 プラザデッキB/28基・28枚



|   | Queen Mall Bridge   | Plaza Deck B  | Set Discount  |
|---|---|---|---|
| Mon., July 21 - Thur. July 24<br>4 days<br>All  | Member rate: <b>340,000 yen</b> (excluding tax)<br>General rate: <b>390,000 yen</b> (excluding tax) | Member rate: <b>400,000 yen</b> (excluding tax)<br>General rate: <b>460,000 yen</b> (excluding tax) | Member rate: <b>700,000 yen</b> (excluding tax)<br>General rate: <b>800,000 yen</b> (excluding tax) |
| Mon., July 21 - Thur. July 24<br>4 days<br>Half | Member rate: <b>200,000 yen</b> (excluding tax)<br>General rate: <b>230,000 yen</b> (excluding tax) | Member rate: <b>240,000 yen</b> (excluding tax)<br>General rate: <b>270,000 yen</b> (excluding tax) | Member rate: <b>400,000 yen</b> (excluding tax)<br>General rate: <b>450,000 yen</b> (excluding tax) |
| Locations                                       | Queen Mall Bridge   | Plaza Deck  | Queen Mall Bridge<br>Plaza Deck   |
| Flags   | All: 24 / Half: 12  | All: 28 / Half: 14  | All: 28 / Half: 14  |
| Flag size                                       | W500×H750   | W500×H750   | W500×H750   |
| Material  | Blockout tarpaulin  | Blockout tarpaulin  | Blockout tarpaulin  |
| Print proof                                     | 1 included  |   |   |
| Submission deadline                             | Data submission, provide color swatches: Fri., June 20;<br>Final data submission: Fri., July 4      |   |   |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

## [Specifications]

- Flag designs must include the event name ("CEDEC2025"), the venue name ("PACIFICO Yokohama North"), the event dates ("Friday, July 21 – Thursday, July 24, 2025") and the CEDEC2025 logo in a visible size.
- The design approval standards for flags are stricter for Plaza Deck B than Queen Mall Bridge. In general, your sponsor advertisement should be designed so it takes up 25% or less of the total design area.
- If you will apply for the Plaza Deck B flag plan as part of the set discount, please note the same advertising restrictions will also apply to Queen Mall Bridge, which is normally not subject to such restrictions.
- If you apply for a half of flags plan, we will ask you where you would like the flags displayed.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

- A 5-line ad can be distributed for publication in the CEDEC EXPRESS e-newsletter.
- To CEDEC email newsletter subscribers

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Computer Entertainment Developers Conference 2024 (CEDEC2025)  
Newsletter [CEDEC EXPRESS]

2025/\*\*/\*\*  
<https://cedec.cesa.or.jp/>

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■TOPICS

- ▼[Hurry] Early bird discount for Regular Pass ends today!
- ▼[Deadline approaching!] Your vote will decide the CEDEC AWARDS! <Until today!>
- ▼[Highlighted Sessions] Three sessions recommended by the Advisory Board!
- ▼[Free] Registration for sponsored session is now open!
- ▼New session now available

---<PR>---

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---<PR>---

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▼[Hurry] Early bird discount for Regular Pass ends today!

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The <Early Bird Discount> for the Regular Pass, which allows you to attend all sessions over a three-day period, applies to applications received today only. Please take advantage of this opportunity and apply today!

●Registration Page  
<https://cedec.cesa.or.jp/2024/contents/howto.html>

\*Depiction of a 5-line ad

## [Specifications]

Sent to: participants, speakers, newsletter subscribers

Registered recipients: More than 23,000 (as of February 2024)

Available distribution period: Until Thursday, July 23

\*Please contact us if you would like your ad to be distributed outside of the distribution period.

\*Please be aware that we may not be able to distribute your ad on your requested date due to the distribution schedule of "CEDEC EXPRESS."

\*For companies who apply to have ads distributed in 2 e-newsletters (set discount), priority will be given to their requested distribution dates for 1 e-newsletter.

- 5-line ad

\*This is an insert to the "CEDEC EXPRESS" newsletter.

\*Limited to one company per distribution

Number of characters displayed: 38 double-byte characters x 5 lines

## [Prices]

1 e-newsletter

Member rate: 300,000 yen (excluding tax)

General rate: 350,000 yen (excluding tax)

2 e-newsletters (set discount) \*2 e-newsletters' worth of points will be allotted without being discounted.

Member rate : 500,000 yen (excluding tax)

General rate : 580,000 yen (excluding tax)

\*Please be aware that we may not be able to distribute the requested date due to the distribution schedule of "CEDEC EXPRESS."

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

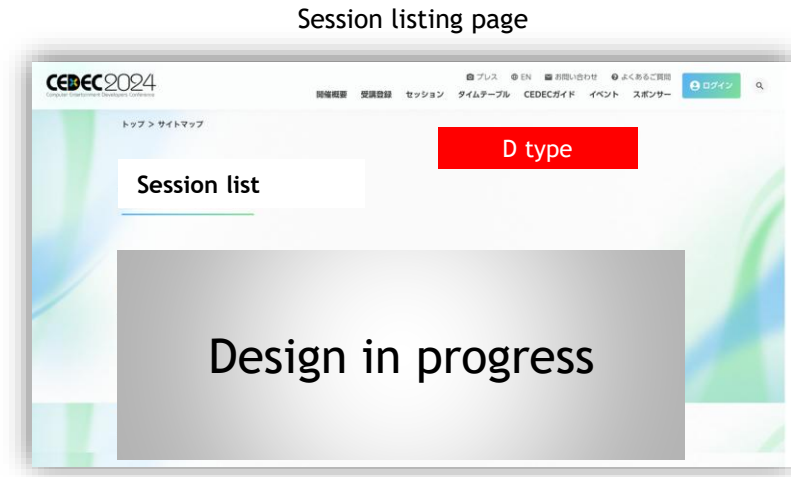
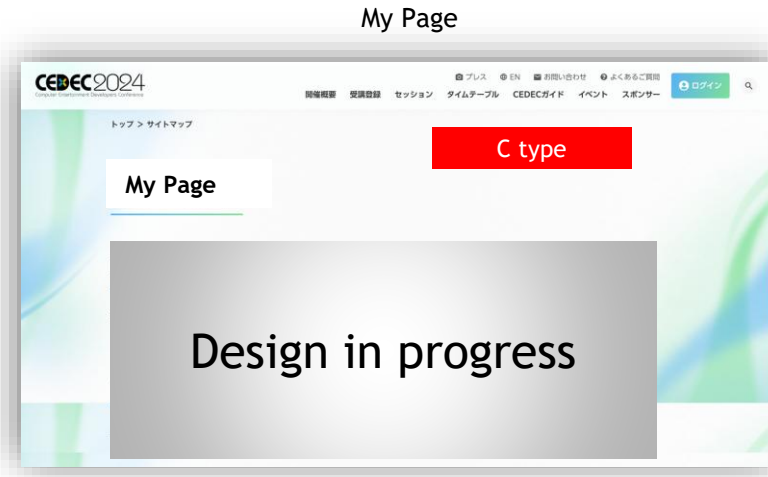
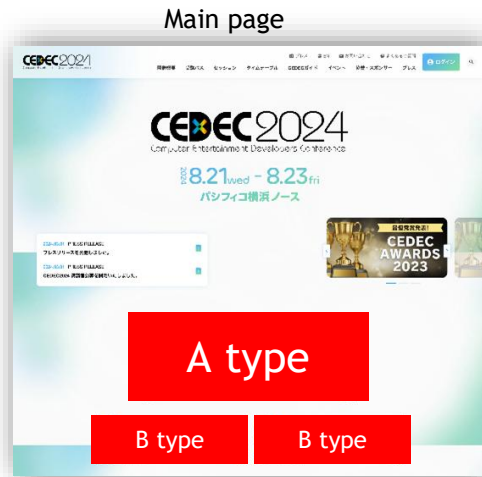
If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [40-43] Official Website Advertisement

Lottery

Set Discount

- Banner ads will be displayed on the official website.



## [Specifications]

Duration of display: Late May 2025 - End of November 2024

Display page - Main page: (A type / B type)

- "My Page": C type
- Session listing page: D type

## [Price & Size]

| Ad type | Display | Size (pixels)  | Number | Price (excluding tax)   |
|---------|---------|--|--------|---|
| A type  | Random  | Display size: w640x h200<br>*Submission size: w640 x h200  | 3      | Member rate: 590,000 yen/post<br>General rate: 680,000 yen/post |
| B type  | Random  | Display size: w450 x h141<br>*Submission size: w640 x h200 | 5      | Member rate: 360,000 yen/post<br>General rate: 410,000 yen/post |
| C type  | Random  | Display size: w300 x h50<br>*Submission size: w600 x h100  | 5      | Member rate: 250,000 yen/post<br>General rate: 290,000 yen/post |
| D type  | Random  | Display size: w300 x h50<br>*Submission size: w600 x h100  | 7      | Member rate: 225,000 yen/post<br>General rate: 260,000 yen/post |

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

## [Set Discount]

Apply for 2 advertisement items (official website advertisement, live streaming banner advertisement, time-shifted streaming banner advertisement or CEDiL banner advertisement) at the same time for 10% off the given prices or 3 at the same time for 20% off. Points will be allotted for all items without being discounted. Spaces will be assigned in the order of most total spaces applied for from the above items.

File format: JPG, PNG format

\*If the number of applications exceeds the number of spaces available before April 30, priority will be given to companies conducting sponsored sessions and a lottery will be held to select the winners. (From May 1 onward, first-come, first-served basis)

\*Multiple applications available

\*Ad sizes and layout may be subject to change.

\*Please contact the Secretariat for information on submission methods and schedules.

### ■CEDEC Official Website access results

Before - At the end of the event (July 1, 2024 - September 30, 2024)

Page views: 2,123,169

Users: 182,390

Average access time: 7 minutes 11 seconds

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [44] Live Streaming Page Banner Advertisement

Lottery

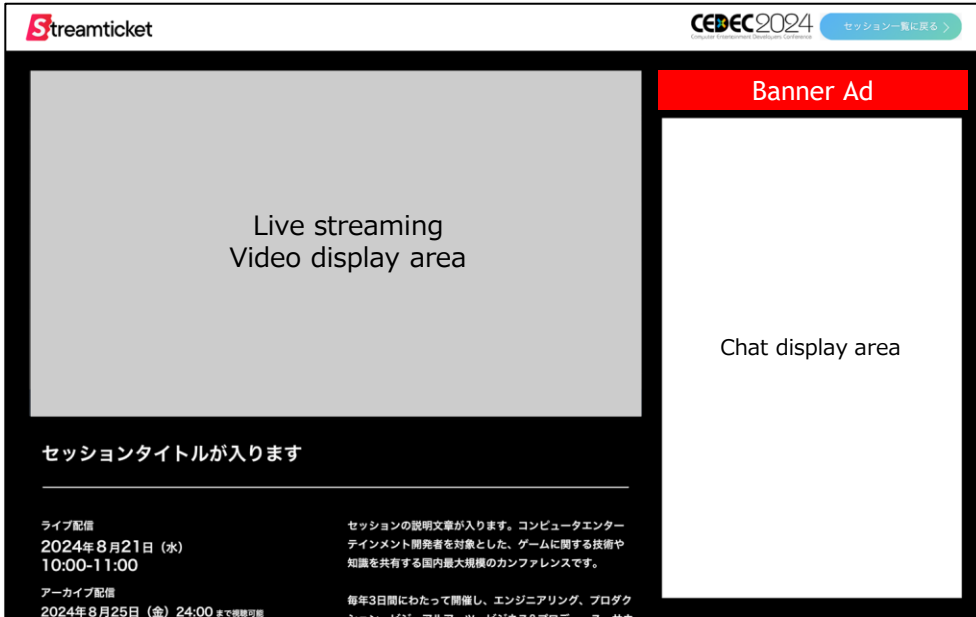
Set Discount

- Banner ads will be displayed on all pages of the live internet streaming of CEDEC 2025 session videos.

\*Live streaming will be available to those who have applied for a CEDEC2025 pass.

To access the live online streaming page, log in to the participant's "My Page" and access it from the menu list.

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.



Depiction of the session video online streaming website

\*Ad sizes and layout may be subject to change.

## [Specifications]

Duration of display: July 22, 2025 - July 24, 2025

- Random display (up to 10 banners)

## [Price & Size]

1 banner ad (display size: w450×h100 \*submission size: w900×h200)

Member rate: 250,000 yen (excluding tax)/banner

General rate: 290,000 yen (excluding tax)/banner

File format: JPG, PNG format

## [Set Discount]

Apply for 2 advertisement items (official website advertisement, live streaming banner advertisement, time-shifted streaming banner advertisement or CEDiL banner advertisement) at the same time for 10% off the given prices or 3 at the same time for 20% off. Points will be allotted for all items without being discounted.

Banners will be assigned in the order of most total spaces applied for from the above items.

\*Applications will be accepted for up to 10 banners. (Multiple applications acceptable)

\*If the number of applications exceeds the number of available spaces before March 31, a lottery will be held. (From April 1 onward, first-come, first-served basis)

\*Ad sizes and layout may be subject to change.

\*Please contact the Secretariat for information on submission methods and schedules.

## ■ Live streaming results

Streaming period: July. 22 - July. 24, 2025

Total views: 54,165 \*Total number of unique views per session viewed for at least 5 minutes

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.



# [45] Time-shifted Streaming Page Banner Advertisement

Lottery Set Discount

- Banner ads will be displayed on all pages of the time-shifted streaming website, which will provide online streaming of CEDEC2025 session videos for a limited time.

\*Online streaming of time-shifted streaming will be available to those who have applied for a CEDEC2025 pass.

To access the time-shifted online streaming page, log in to the participant's "My Page" and access it from the menu list.



Depiction of the session video online streaming website

\*Ad sizes and layout may be subject to change.

## [Specifications]

Duration of display: August 22, 2024 - September 2, 2024 (tentative)  
- Random display (up to 10 banners)

## [Price & Size]

1 banner ad (display size: w450×h100 \*submission size: w900×h200)  
Member rate: 200,000 yen (excluding tax)/banner  
General rate: 230,000 yen (excluding tax)/banner

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

File format: JPG, PNG format

## [Set Discount]

Apply for 2 advertisement items (official website advertisement, live streaming banner advertisement, time-shifted streaming banner advertisement or CEDiL banner advertisement) at the same time for 10% off the given prices or 3 at the same time for 20% off. Points will be allotted for all items without being discounted.  
Banners will be assigned in the order of most total spaces applied for from the above items.

\*Applications will be accepted for up to 10 banners. (Multiple applications acceptable)

\*If the number of applications exceeds the number of available spaces before March 31, a lottery will be held.

(From April 1 onward, first-come, first-served basis)

\*Ad sizes and layout may be subject to change.

\*Please contact the Secretariat for information on submission methods and schedules.

## ■ Time-shifted streaming online streaming results

Streaming period: July. 23 - August. 4, 2025

Total views: 120,859 \*Total number of unique views per session viewed for at least 5 minutes

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [46-47] CEDiL Banner Advertisement

Lottery

Set Discount

- Banner ads will be displayed on all pages of the CEDEC Digital Library (CEDiL for short) website.

\*CEDiL is a digital library mainly containing materials from presentations presented at the annual CEDEC. Access is expected to be available not only before and after CEDEC, but also throughout the year.

A type  
1 location on top  
Displayed on all  
pages



B type  
Up to 2 side  
locations  
Displayed on all  
pages

\*Sample of display on the official website

## [Specifications]

Duration of display: April 1, 2024 - March 31, 2025  
- Random display (up to 5 banners)

## [Price & Size]

Type A (Display size: w630× h55 \*Submission size: w1260× h110) Member rate: 235,000 yen (excluding tax)/banner  
General rate: 270,000 yen (excluding tax)/banner  
Type B (Display size: w240× h60 \*Submission size: w480× h120) Member rate: 85,000 yen (excluding tax)/banner  
General rate: 100,000 yen (excluding tax)/banner

\*The "Member" in Member rate refers to Computer Entertainment Supplier's Association (CESA) members.

File format: GIF format

## [Set Discount]

Apply for 2 advertisement items (official website advertisement, live streaming banner advertisement, time-shifted streaming banner advertisement or CEDiL banner advertisement) at the same time for 10% off the given prices or 3 at the same time for 20% off. Points will be allotted for all items without being discounted.

Slots will be assigned in the order of most total spaces applied for from the above items.

\*Applications will be accepted for up to 5 slots for both Type A and Type B. (Multiple applications are acceptable)

\*If the number of applications exceeds the number of available spaces before March 31, a lottery will be held. (From April 1 onward, first-come, first-served basis)

\*Ad sizes and layout may be subject to change.

\*Please contact the Secretariat for information on submission methods and schedules.

## ■CEDiL official website access results

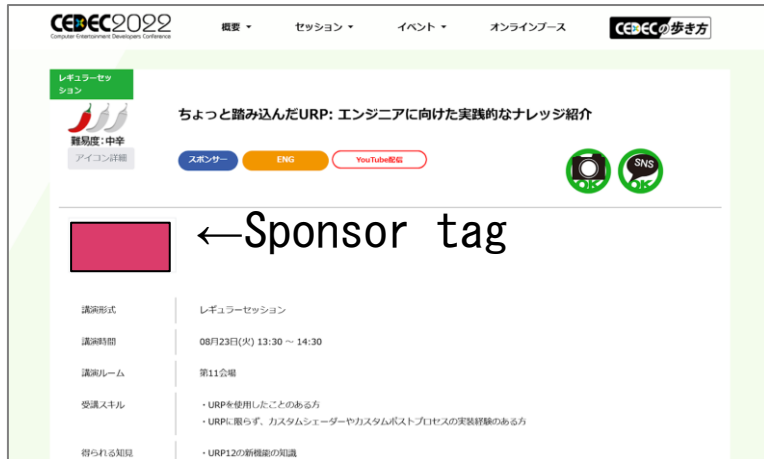
Before - At the end of the event ( August 24, 2024 - December 31, 2024)  
Page views: 260,094  
Users: 34,670  
Average access time: 4 min 17 sec

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [48] Sponsor Tags

- The designated tag will be displayed on the page displaying session information on the official CEDEC2025 website.
- Attendees can be prompted to attend sessions with content related to your products.



## [Specifications]

- Publication media
- CEDEC2025 official website
- Display locations
- Session information, session list, session schedule

## [Prices]

570,000 yen (excluding tax)/banner



\*Applications are only accepted from tool and middleware manufacturers.

\*In principle, the name and design of the tag should be the name of the product. For inquiries regarding names other than the product name, please contact the Secretariat. ( Please note that we may not be able to accept requests for names or designs that are not related to the product.)

\*Tags will display an image of the specified size. The design must be a company or product logo.

\*Speakers will be responsible for checking for the presence or absence of tags at their own discretion. Tag descriptions for speakers may be displayed on the session information management site.

\*Sample of display on the official website  
(The layout may be subject to change)

[Application deadline]: Monday, June 1

# [49-52] Developers' Night Sponsorship

Priority

•Developers' Night is a get-together attended by about 500 people, including speakers, participants, and invitees.

\*This item will be sold to the Silver Sponsors or higher on a priority basis. Please contact the Secretariat if you would like to make a request.

## [Event Overview]

Time & Date: Thursday, July 23, 2025,  
7:30 p.m. - 9:30 p.m.  
Capacity: 500 persons



2023 set up

\*Please provide your own catalogs and demonstration videos.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

|  |                                | Platinum  | Gold  | Silver                      | Logo                        |
|--|--------------------------------|---|---|-----------------------------|-----------------------------|
| Prices   |                                | 2,000,000 yen (excluding tax)   | 1,000,000 yen (excluding tax)   | 500,000 yen (excluding tax) | 100,000 yen (excluding tax) |
| Number   |                                | Limited to one company  | Up to two companies   | Up to three companies       | Unlimited                   |
| Greeting time  |                                | ○ (Opening)   | ○   |                             |                             |
| Showing of promotional video during the party          |                                | ○ (60 seconds 3 types)  | ○(30 seconds)   |                             |                             |
| Party Program  |                                | ○   |   |                             |                             |
| Logo exposure  | Official guide map             | ○   | ○   |                             |                             |
|  | Official website               | ○   | ○   | ○                           | ○                           |
|  | Venue sign board               | ○   | ○   | ○                           | ○                           |
|  | Display of slides during party | ○   | ○   | ○                           | ○                           |
| When applying for a sponsored session at the same time |                                | Right for priority selection of session date and time x 2                                   | Right for priority selection of session date and time x 1                                   |                             |                             |
| When applying for a booth exhibit at the same time     |                                | 25% off when applying for 4-table upgrade<br>Right for priority selection of booth location | 25% off when applying for 4-table upgrade<br>Right for priority selection of booth location |                             |                             |
| Catalog distribution (catalog display area)            |                                | ○   | ○   | ○                           |                             |
| Naming rights  |                                | ○   |   |                             |                             |
| Party tickets  |                                | 10  | 5   | 3                           |                             |

If the number of applications exceeds the number of openings before March 31 (Mon.), preference will be given to companies that have already applied in the previous event.  
If there are no companies with results, a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [53-56] Welcome Reception Sponsorship

Priority

- A welcome reception will be held on the first day of CEDEC to welcome speaker-related parties.
- Participation is limited to speakers only.

## [Event Overview]

Time & Date: Wednesday, July 22, 2025,

7:15 p.m. - 9:15 p.m.

Capacity: 200 to 250 people



|  | Platinum  | Gold  | Silver                      | ロゴ協賛                        |
|--|---|---|-----------------------------|-----------------------------|
| Prices   | 1,500,000 yen (excluding tax)   | 1,000,000 yen (excluding tax)   | 500,000 yen (excluding tax) | 100,000 yen (excluding tax) |
| Number   | Limited to one company  | Up to two companies   | Up to three companies       |                             |
| Greeting time  | ○ (Opening)   | ○   |                             |                             |
| Showing of promotional video during the party          | ○ (60 seconds 3 types)  | ○ (30 seconds)  |                             |                             |
| Logo exposure  | Official guide map  | ○   |                             |                             |
|  | Official website  | ○   | ○                           |                             |
|  | Venue sign board  | ○   | ○                           |                             |
|  | Display of slides during party  | ○   | ○                           | ○                           |
| When applying for a sponsored session at the same time | Right for priority selection of session date and time x 2                                   | Right for priority selection of session date and time x 1                                   |                             |                             |
| When applying for a booth exhibit at the same time     | 25% off when applying for 4-table upgrade<br>Right for priority selection of booth location | 25% off when applying for 4-table upgrade<br>Right for priority selection of booth location |                             |                             |
| Catalog distribution (catalog display area)            | ○   | ○   | ○                           |                             |
| Naming rights  | ○   |   |                             |                             |
| Eligible participants                                  | 6   | 4   | 2                           |                             |
| Developers' Night Ticket Purchase Right                | 3   | 2   | 1                           |                             |

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of openings before March 31 (Mon.), preference will be given to companies that have already applied in the previous event.  
If there are no companies with results, a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

\*Please provide your own catalogs and demonstration videos.

# [57-58] CEDEC AWARDS Sponsorship

Priority

The CEDEC AWARDS focus on technologies that have made notable contributions to the advancement of computer entertainment development, and honor and celebrate the achievements of developers from a technical perspective.

|  |  | Platinum  | Gold  |
|--|--|---|---|
| Prices   |  | 1,000,000 yen (excluding tax)   | 500,000 yen (excluding tax)                               |
| Number   |  | Limited to one company  | Up to three companies                                     |
| Logo exposure  | Showing of promotional video before the start of the event | ○ (60 seconds)  | ○ (30 seconds)  |
|  | PR email to viewers (after the event)                      | ○   | ○   |
|  | Official guide map   | ○   | ○   |
|  | Official website   | ○   | ○   |
|  | Display of slide logo for streaming                        | ○   | ○   |
|  | Venue sign board   | ○   | ○   |
| When applying for a sponsored session at the same time |  | Right for priority selection of session date and time x 2                                   | Right for priority selection of session date and time x 1 |
| When applying for a booth exhibit at the same time     |  | 25% off when applying for 4-table upgrade<br>Right for priority selection of booth location | -   |
| Developers' Night Ticket Purchase Right                |  | 2   | 1   |

\*The CEDEC AWARDS will be conducted both in person at the on-site venue and via online streaming  
 \*Companies are responsible for preparing their own promotional video, PR email text, and logo for displays.  
 \*Promotional videos shown before the start of the CEDEC AWARDS will not be included in archived streaming.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of openings before March 31 (Mon.), preference will be given to companies that have already applied in the previous event.  
 If there are no companies with results, a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [59-60] Networking Lounge Sponsorship

Lottery

- This is the sponsored menu for the food and beverage area to be prepared in the food/beverage and resting area in the Networking Lounge.
- Complimentary light snacks and coffee will be served to visitors.

## [Specifications]

Support for food and beverages of food and beverages to be distributed free of charge to visitors at the food and beverage/resting area in the Networking Lounge.

## [Prices]

- 1-day plan 1,400,000 yen (excluding tax) \* Up to 3 companies
- 3-day plan 4,000,000 yen (excluding tax) \* Limited to 1 company

## [Sponsorship Benefits]

- Showing of promotional video in food/beverage and resting area\*
  - Logo exposure
    - Official guide map
    - Official website
    - Paper cups for serving drinks
  - When applying for a booth exhibit at the same time: Provision of 3 tables at standard rate  
Right for priority selection of booth location
  - Distribution of catalogs and flyers
- \*Please provide your own catalogs and demonstration videos.

## [Number of applications]

Limited to one company per day. (Up to 3 companies in total)  
If you apply for the 3-day plan, your logo display area on the official guide map will be larger.  
Includes purchase right for 1 Developers' Night ticket.



\*Screen (500 inches) for showing of promotional video in food/beverage and resting area



Sample of past implementation

## [Food and drink]

\*Drinks and food will be catered by the venue's designated vendor.  
Food options: Onigiri rice balls, sandwiches  
Quantity: 300 onigiri rice balls x 300 sandwiches/day

Drink options: coffee (hot and iced), tea  
Quantity: Total 800 cups/day

\*From this year, visitors must present a Regular, Daily, Expo, or Expo & Sponsor Pass to receive food and drink.

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

If the number of applications exceeds the number of available spaces before March 31 (Mon.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.

# [61] Equipment & Systems Sponsorship

- Sponsorship of equipment, etc. to be set up in the venue.
- Specific details, sponsorship amount, and sponsorship benefits will be determined upon consultation. For more information, please contact the Secretariat.

## [Application Details]

- Support for CEDEC venue facilities, video recording equipment, audio equipment, PCs, networking equipment, and other material support.
- Services, tools and other systems used by the CEDEC Steering Committee

## [Sponsorship Benefits]

- Company name/logo display on the official CEDEC website
- Display sponsor signage at locations where sponsored equipment is located
- Showing of promotional video between sessions, etc

## ■ 2024 Sponsors

- Equipment sponsors: TSUKUMO (PCs), YAMAHA (speakers and audio equipment)

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]



## [62] Original Sponsorship Menu Item

Companies can apply to take part in the conference with a completely original menu item not listed in the application criteria after consulting with the CEDEC Sponsor Secretariat about its content.

### [Examples]

- Large product exhibition that will not fit inside the standard booth space (3m x 2m)
- Production, sales of original CEDEC-licensed merchandise
- Holding a tie-up event outside the CEDEC venue during the conference
- Comprehensive sponsorship including not just CEDEC but other events organized by CESA

### [Process]

1. If you have an idea for an original item, contact the CEDEC Sponsor Secretariat, who will arrange to meet with you.
2. The Sponsor Secretariat will consider the content of your proposed original discussed at the meeting.
3. The Sponsor Secretariat presents you with the content to be implemented and an estimate.
4. A final decision is made regarding your application.

### [Things to Note]

We will reject proposals that go against CEDEC's purpose and the "Important Points to Consider for Exhibits, Presentations, and Advertisements" (p. 49)

It may not be possible to implement some original menu items due to PACIFICO Yokohama North's Venue Terms of Use.

## [63] Option: Session Room Booked Exclusively

Session rooms are available on a daily basis. This space can be used for workshops, etc., according to your needs. Conference room size and required equipment will be determined upon consultation.

### [Conference room specifications]

#### Consultation

- Sizes vary depending on the available rooms.
- If you wish to exhibit your products, please apply for the Exhibit Menu.
- Please use the rooms for a full day of sessions (regular and short), roundtables, hands-on workshops, etc.
- For use in sessions, they must be conducted as per the timetable. In that case, live streaming and time-shifted streaming will also be available.
- Live streaming and time-shifted streaming are not available at CEDEC for roundtables and hands-on workshops.
- Please refrain from live streaming on your own platform
- Room naming rights are available.

Depictio



Session room

### [Prices]

3,000,000 yen (excluding tax) or higher

\*For more information, please contact the Secretariat.

# [64] Option: Conference Room Rental

Conference rooms are available for interviews, business negotiations, meetings, etc.  
Only available to sponsor companies who use either the exhibit menu or the sponsorship menu.

Depictio



Small  
conferen  
ce room

## [Specifications]

Small conference room: Area: 76 m<sup>2</sup> or larger

\*Sizes vary depending on the available rooms.

\*This plan is available for interviews, business negotiations, meetings, etc.

If you wish to promote your exhibit to attendees through presentations, exhibits, demonstrations, etc., please apply for the Exhibit menu.

## [Prices]

3 days: 220,000 yen (excluding tax) or higher

\*For more information, please contact the Secretariat.



# **CEDEC2025**

## **Sponsor Program Application**

## 1. Application method

- Download the "Sponsor Program Application Form" from the official CEDEC2025 website (URL <https://cedec.cesa.or.jp/2024/sponsor/>), fill in the required information, and email it to the CEDEC Sponsor Secretariat ([sponsor@cedec.jp](mailto:sponsor@cedec.jp)). [cedec.jp](http://cedec.jp)).

## 2. Invoicing

- After receiving the application form, the Secretariat will issue invoices in due course.

## 3. Payment deadline

- Payment is due at the end of the month following the month of billing.

\*For applications submitted after June, payment is due within one month of the date of application or by Monday, July 14, whichever comes first.

\*If payment cannot be confirmed by the payment deadline, your application may be canceled.

\*If this is your first time applying to be a CEDEC sponsor, payment is due no later than one month prior to the start of the event.

## 4. Cancellation after application

- Cancellation after application will be subject to a separate cancellation fee, depending on when the request is made.

|                  |  |                 |
|------------------|--|-----------------|
| Cancellation fee | Up to 2 months before the event (from the date of application to May 20) | 30% of the fee  |
|                  | Up to 1 month before the event (May 21 - June 20)                        | 50% of the fee  |
|                  | From 1 month before the event (from June 21)                             | 100% of the fee |

[First application deadline (Early application deadline): Mzonday, March 31 / Final deadline: Monday, June 2]

## [Precautions when applying]

### ◆ Exhibit Booth Locations

The exhibition booth location selection meeting is scheduled around May. The Secretariat will inform you of the date and time of the selection meeting by email.

Exhibit booths for which applications have been received by Wednesday, April 30, will be selected in the following order:

- (1) Companies applying for sponsorship menu with priority selection of booth location
- (2) Platinum Sponsor, Gold Sponsor, Silver Sponsor
- (3) Companies applying for PR Program Sponsorship (other than Platinum, Gold, and Silver Sponsors)

\*If more than one company meets condition (1), they will be selected in order of most booths applied for. If more than one company remains, they will be selected in order of most total points acquired. If more than one company still remains, priority will be given to the company who exhibited last year.

\*If more than one company meets condition (2) and condition (3), priority will be determined in the same manner as (1).

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

\*An early bird discount is available for companies applying by Monday, March 31.

For companies applying after June 1, we will notify them in order after the exhibition booth locations are determined for companies that applied before May 31.

### ◆ Presentation Dates and Times for Sponsored Sessions

The presentation date and time selection meeting is scheduled for around May. The Secretariat will inform you of the date and time of the selection meeting by email.

Sponsored sessions for which applications have been received by Wednesday, April 30, will be selected in the following order for your preferred presentation date and time:

- (1) Companies applying for a sponsorship menu item with the right for priority selection of sponsored session date and time
- (2) Platinum Sponsor, Gold Sponsor, and Silver Sponsor, in that order
- (3) Companies applying for PR Program Sponsorship (other than Platinum, Gold, and Silver Sponsors)

\*If more than one company meets condition (1), they will be selected in order of most points acquired through their sponsored session application. If more than one company remains, they will be selected in order of most total points acquired. If more than one company still remains, priority will be given to the company who exhibited last year.

\*If more than one company meets condition (2) and condition (3), priority will be determined in the same manner as (1).

\*Presentation dates and times will be determined in the order of sponsored sessions (60 minutes) and sponsored short sessions (25 minutes).

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

\*An early bird discount is available for companies applying by Monday, March 31.

For companies applying after May 1, we will notify them in order after the date and time of the presentation for are determined that have applied before April 30.

Please note that depending on when you apply, you may not be able to select your preferred presentation date and time.

### ◆ Time-shifted streaming online streaming of sponsored sessions

Time-shifted streaming of the sessions will be available online streaming on the official CEDEC website for a limited time after CEDEC ends, starting the day after the session for those who have purchased a CEDEC2025 pass.

(This year, the time-shifted streaming online is scheduled from July 23 to August 4 at 10:00 a.m.)

**If you have difficulty with time-shifted streaming online, you cannot register for sponsored sessions.**

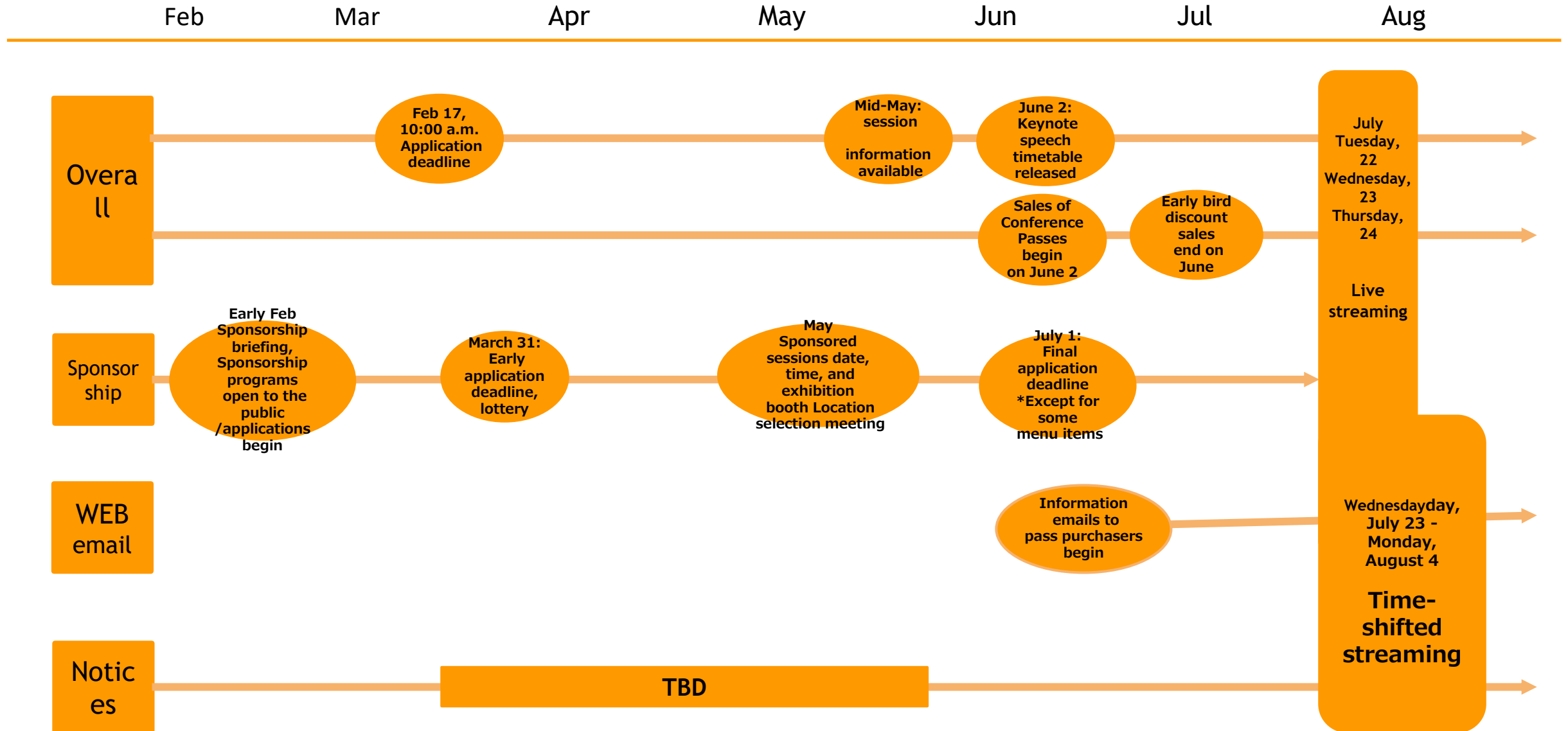
You may choose to stream the official CEDEC YouTube channel online streaming after time-shifted streaming at your discretion.

◆ If there are only a few applications, there is a possibility that some programs will not be held.

In that case, we will contact you as soon as possible, but please be aware that there may need to discuss subsequent actions with you.

# Other Notices

# Schedule





When Exhibiting, Giving a Presentation, or Advertising at CEDEC, Please Take The Following Points Into Consideration.

◆ Exhibits, presentations, and advertisements prohibited content  
[Prohibition of advertisements related to antisocial activities]

We prohibit the posting of advertisements related to anti-social activities such as violations of related laws and regulations, gambling games, alcoholic beverages, tobacco and other tobacco products, prohibited drugs, adult content, weapons and arms, and other antisocial activities.

[Prohibition of exhibiting, giving a presentation, or advertising for the purpose of recruiting]

We prohibit exhibits, presentations, and advertisements for the purpose of providing job search services or recruiting.

(The Secretariat may ask you to confirm the content of your advertisement in advance.)

◆ Global Event Compliance Policy

Please comply with the Global Event Compliance Policy established by COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION. <https://www.cesa.or.jp/compliance.html>

## ■Fulfillment of terms and conditions

Companies, organizations, etc. (hereinafter, "Corporate Partner" including exhibitors, sponsored sessions, advertisements, and sponsorships) that exhibit, hold sessions, etc. at this event must comply with the following rules and regulations, as well as the "Implementation Guidelines" presented by the organizer. In the event that the organizer deems that there is a violation of these rules or that there is any conduct that may cause inconvenience to third parties or offend public order and morals, the organizer reserves the right to refuse the application for exhibits, sponsored sessions, advertising, or sponsorships, or to terminate the contract. In this event, the organizer will not compensate the Corporate Partner or related parties for any damages incurred by the Corporate Partner or related parties as a result of the return of expenses paid in advance by the Corporate Partner or termination of the contract, and if there is any damage to the organizer or co-organizer, the Corporate Partner will be required to compensate the Corporate Partner for the full amount of such damage.

## ■Corporate Partner qualification

A Corporate Partner is limited to companies, organizations, and other entities that provide products and services that meet the event's main objectives as determined by the organizer, and the organizer reserves the authority to determine whether or not the products, services, etc. meet the event's objectives.

## ■Prohibition of presentations or advertisements for the purpose of recruiting

We prohibit job search services, as well as presentations or advertisements for the purpose of recruiting. The Secretariat may ask you to confirm the content of your advertisement in advance.

## ■Determination of exhibition booth location and session presentation times

Exhibition booth locations will be determined at the booth location selection meeting for those exhibition booths for which applications have been received by Wednesday, April 30, by selecting the desired location in the following order.

(1) Companies applying for sponsorship menu with priority selection of booth location

(2) Platinum Sponsor, Gold Sponsor, Silver Sponsor

(3) Companies applying for PR Program Sponsorship (other than Platinum, Gold, and Silver Sponsors)

\*If more than one company meets condition (1), they will be selected in order of most booths applied for. If more than one company remains, they will be selected in order of most total points acquired. If more than one company still remains, priority will be given to the company who exhibited last year.

\*If more than one company meets condition (2) and condition (3), priority will be determined in the same manner as (1).

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

For exhibition booths applied for after May 1, we will notify them in order after the exhibition booth locations applied for before April 30 have been determined.

Presentation dates and time selection for sessions will be determined in the following order for sponsored sessions for which applications are received by Wednesday, April 30, by the presentation date and time selection meeting.

(1) Companies applying for a sponsorship menu item with the right for priority selection of sponsored session date and time

(2) Platinum Sponsor, Gold Sponsor, and Silver Sponsor, in that order

(3) Companies applying for PR Program Sponsorship (other than Platinum, Gold, and Silver Sponsors)

\*If more than one company meets condition (1), they will be selected in order of most points acquired through their sponsored session application. If more than one company remains, they will be selected in order of most total points acquired. If more than one company still remains, priority will be given to the company who exhibited last year.

Presentation dates and times will be determined in the order of sponsored sessions (60 minutes) and sponsored short sessions (25 minutes).

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

For sponsored sessions applied for after May 1, we will notify them in order after the presentation dates and times of the sponsored sessions applied for before April 30 have been determined.

Please note that the method of determining exhibition booth locations and session presentation times is subject to change.

## ■Formation of Contract

The contract shall become effective on the date when the Corporate Partner submits their application and the organizer accepts and approves it.

## ■Payment of Fees

Corporate Partner shall transfer the full amount of the invoiced Corporate Partner fee to the bank account designated by the organizer by the date indicated on the invoice. In principle, payment in advance is required.

If payment of the Corporate Partner fee is not received by the payment deadline, the contract will be terminated. In this event, if there is any damage to the organizer, the Corporate Partner shall compensate for all such damage.

The Corporate Partner fee covers all session slots and application details.

If the Corporate Partner is applying to be a CEDEC sponsor for the first time, payment of the fee is due no later than one month prior to the start of the event.

## ■Termination of Corporate Partner Agreement

If the Corporate Partner wishes to terminate the contract, in whole or in part, after it has been concluded, it must be done in writing. In this case, the Corporate Partner will be required to pay the following cancellation fee

Up to 2 months before the event (date of application to May 20, 2025): 30% of the Corporate Partner fee

Up to 1 month before the event (May 21 - June 20, 2025): 50% of Corporate Partner fee

From 1 month before the event (June 21, 2025 onwards): 100% of Corporate Partner fee

\*If the organizer or co-organizer has incurred damages in excess of the cancellation fee, the organizer or co-organizer will be required to compensate for such damages separately.

\*The cancellation fee shall be transferred to the bank account designated by the organizer by the date indicated on the invoice.

## ■Point System

In the event that multiple Corporate Partners apply for the same menu item, a lottery will be held to determine priority.

Corporate Partners who are not selected in the lottery will be allotted 1/3 of the points they would have originally received if selected for the item they applied for.

## ■Prohibition of subleasing

Corporate Partner may not assign, rent, etc. (regardless of whether or not there is a transfer or rental fee) all or part of the contents of the contract to other companies without the organizer's permission.

## ■Restrictions on Offering Food and Drink

As a rule, offering food and drink is strictly prohibited, except as part of the Networking Lounge Sponsorship.

These restrictions do not apply to offering food and drink as part of a Corporate Partner's original menu item or offering tasting samples of food and drink that are the products of the Corporate Partner.

## ■Postponement, change or cancellation of the event

In the event that the organizer postpones, changes the duration of the event, or cancels the event for reasons attributable to the organizer, or in the event that the Corporate Partner is unable to implement the contents of the application, the organizer shall reimburse the Corporate Partner for the pro-rated Corporate Partner fee based on the number of remaining days of the event.

Furthermore, the organizer reserves the right to postpone, change the duration of, or cancel the event if it becomes difficult or impossible to hold the event due to force majeure, or if there is a risk of force majeure occurring, as determined by the organizer. In this case, the Corporate Partner fee already received by the organizer will not be refunded to the Corporate Partner. However, the organizer may, at its discretion, refund a portion of the Corporate Partner fee in light of the nature and content of the force majeure event or other circumstances.

The organizer shall not be liable to the Corporate Partner for any loss or damage incurred by the Corporate Partner as a result of the postponement, change of the event date, or cancellation of the event due to any of the above reasons.

For the purposes of these terms and conditions, force majeure shall include each of the following:

(1) Natural disaster (including earthquake, typhoon, storm, tsunami, flood, landslide, lightning, explosion, water damage, etc.)

(2) Social turmoil (including war, terrorism, hostilities, civil unrest, riots, civil disturbances, etc.)

(3) Acts by public authorities (including enactment, amendment, or repeal of laws and regulations, intervention by government agencies, administrative orders, trade embargoes, etc.)

(4) Spread of infectious and contagious diseases (including various bacteria, various viruses, etc.)

(5) Accidents involving public infrastructure (including power outages, communication line breaks, transportation accidents, etc.)

(6) Shortage of materials and resources (including electricity, gas, and water supply outages, oil shortages, raw material and material shortages, etc.)

(7) Fluctuations and sharp rises in exchange rates, freight rates, etc.

(8) Labor disputes (including strikes, sabotage, lockouts, etc.)

(9) Default by a material counterparty (including bankruptcy or insolvency of the venue operator)

(10) Other events not attributable to the organizer in addition to the preceding items

## ■Liability for damages

The organizers and co-organizers shall not be liable for any injury or damage to persons or property incurred by the Corporate Partner or related parties through their participation in this event for any reason whatsoever. Corporate Partners must also immediately compensate for any and all damages caused to the venue's facilities, its equipment, etc., or to the persons or property of third parties due to the intentional, negligent, or unintentional actions of its employees, agents, or related parties.

In the event that the organizer or co-organizer receives a claim for compensation for such damages, the Corporate Partner concerned shall be liable for the payment of such damages and shall promptly pay the organizer the full amount of such damages, including any start-up fees and fees paid to attorneys, if any, to the organizer or co-organizer.

The organizers and co-organizers shall not be liable for any typographical errors or omissions in any and all productions at the event.

## ■Photos and video shooting

The organizer reserves the authority to permit photography, videotaping, etc. at the event, as well as all other rights related to the images.

## ■Handling of personal information

If Corporate Partner obtains personal information through this event, it must do so legally and appropriately, in compliance with the Act on the Protection of Personal Information and related laws and regulations.

The purpose of use must be announced or notified, and the information must be used within the scope of that purpose. In addition, the Corporate Partner shall be responsible for the management and administration of the personal information obtained. Should any damage occur to participants, the corporate partner shall assume full responsibility and shall resolve the dispute on its own.

## ■Provision of personal information to third parties

Corporate Partners shall fully understand and comply with the following regarding the handling of personal information provided by the organizer (hereinafter, "this Personal Information").

### 1. Compliance with the terms of the license

The Corporate Partner will send materials and other communications in accordance with this Personal Information to eligible participants to whom the organizer has granted permission for the implementation of the purposes of use described in Section 2 (1) by the Corporate Partner (hereinafter, "Eligible Participants"). When doing so, the method of transmission and communication shall be in accordance with the content and scope of the consent granted by the Eligible Participants. In addition, each Corporate Partner should keep the record of the Eligible Participants' consent received from the organizer for as long as it is required.

The consent text for this event is as follows:

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CEDEC uses a barcode system for visitor passes at the on-site venues. When barcodes presented by visitors at the exhibition booth or seminar venue are scanned, or when a session is viewed online, Personal Information (name, email address, company, department, job title, position) of participants who have registered for the event will be provided to the following exhibitors and sponsors as a third party, based on the consent of the participants at the time of registration. Personal information provided to exhibitors and sponsors will be managed under the responsibility of each company. Each company may use the personal information to provide information on its products, services, seminars, surveys, and other information.

Names of exhibitors and sponsors below  
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## 2. Purpose of use of this Personal Information

(1) This Personal Information may be used only for the purposes for which the Eligible Participant has given his/her consent, such as for information from Corporate Partner (introduction of products, services, seminars, etc.) and for customer satisfaction surveys.

(2) If the Corporate Partner intends to use this Personal Information for purposes other than those described in (1) above, the Corporate Partner itself must again obtain the individual consent of each Eligible Participant.

## 3. How Personal Information is used

When sending information to a customer for the first time based on the personal information provided, be sure to clearly state how the personal information was obtained, the name of the Corporate Partner, the Corporate Partner's contact information, and how the personal information can be changed, deleted, or cease to be provided to the customer.

## 4. Management of this Personal Information, etc.

This Personal Information may not be disclosed, published, divulged, transferred, loaned, or distributed to any third party. Please dispose of the information when it is no longer needed, and deal appropriately with any correction or deletion requests from the Eligible Participants.

## 5. Liability

Please manage the personal information provided by the organizer strictly under the responsibility of a Corporate Partner. In the event of an accident or trouble involving this Personal Information for which the Corporate Partner is responsible, please take responsibility for dealing with it as a Corporate Partner and contact the organizer immediately. The organizer will not be held liable for any loss or damage incurred by the Eligible Participant or Corporate Partner due to reasons beyond the organizer's control. The organizer will not be held responsible for the accuracy or other content of this Personal Information.

[Contact]

CEDEC Sponsor Secretariat

Email: [sponsor@cedec.jp](mailto:sponsor@cedec.jp)

Shinjuku Dai-ichi Seimei Building 18F, 2-7-1 Nishi-Shinjuku,  
Shinjuku-ku, Tokyo 163-0718  
Computer Entertainment Supplier's Association (CESA)