

# **CEDEC2026 Sponsorship Application Criteria**

**▶ Wednesday, July 22–Friday, July 24, 2026**



**COMPUTER ENTERTAINMENT  
SUPPLIER'S ASSOCIATION**

**CEDEC Steering Committee**

Updated February  
17, 2026

# CEDEC2026 Sponsorship Program Information



Computer Entertainment Developers Conference (CEDEC) 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.

Following the fully hybrid format introduced in 2024, the 2025 event was also held as a fully hybrid event, featuring 227 sessions over 3 days and welcoming 10,320 participants. A total of 62 companies supported the event as sponsors and partners. At CEDEC2026, we plan to continue the hybrid format that leverages the advantages of both on-site and online participation, further accelerating knowledge sharing and technical exchange within the game development community.

At CEDEC2026, we will continue to offer sponsorship 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.

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# Event Overview

- Dates: Wednesday, July 22–Friday, July 24, 2026
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Format: Hybrid event
- Venue: In-person PACIFICO YOKOHAMA North (Minatomirai, Nishi-Ku, Yokohama, Kanagawa)
- Live Streaming: All eligible sessions will be streamed live online
- Time-shifted streaming: Thursday, July 23–Monday, August 3, 10:00
- Number of scheduled sessions: 200
- Number of participants (including speakers and related parties): approx. 10,000 (same as last year)
  - Number of on-site participants: Over 4,800 (expected) \*Total for 3 days
- \*Past results: 2025 (hybrid events) 10,320 participants
  - 2024 (hybrid events) 9,586 participants
  - 2023 (hybrid events) 9,552 participants
  - 2022 (held online) 9,739 participants
- Theme: Co-Create
- Concurrent Events: CEDEC AWARDS, Developers' Night, Welcome Reception

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

## 1. No. of participants

- Participants: 9,078
- Speakers and other related parties: 1,242

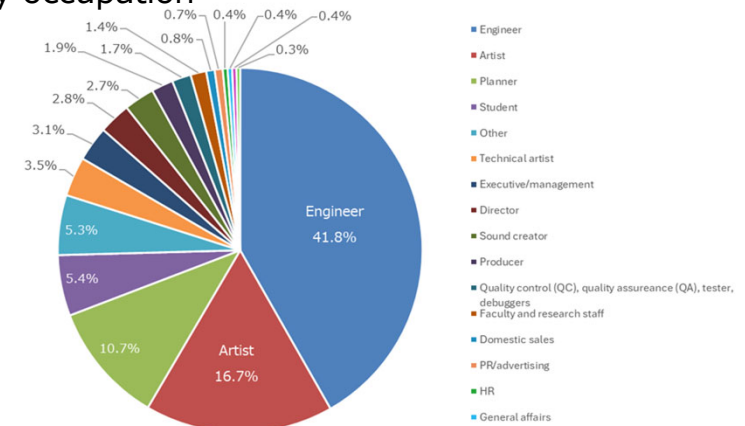
Total number of participants: 10,320

## 2. Media

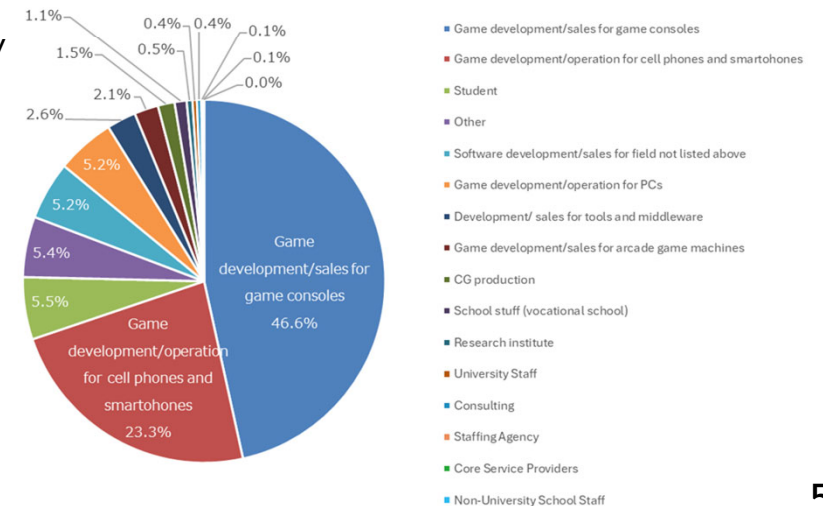
- 1) Number of media registrations  
(TV, newspapers, magazines, websites)  
51 media / 95 persons
- 2) Number of articles published  
Pre-event: 302  
Post-event: 505 (including those posted during the event)  
Total: 807

## 3. Participant demographics

- Current primary occupation



- Company industry



# Previous Year's Results: Online Access Results/Streaming Results

## ■ Official Website access results

(June 1, 2025–August 31, 2025)

Page views: 2,221,072

Users : 200,875

Average access time: 5 minutes 05 seconds

## ■ CEDiL Access Results

(July 25, 2025–December 31, 2025)

Page views: 277,595

Users: 42,292

Average access time: 1 minute 32 seconds

## ■ Live streaming results

(July 22, 2025–July 24, 2025)

Total views: 56,120

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

## ■ Time-shifted streaming online streaming results

(July 23–August 4, 2025)

Total views: 126,286

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

# Previous Year's Results: Sponsor List

■ Platinum



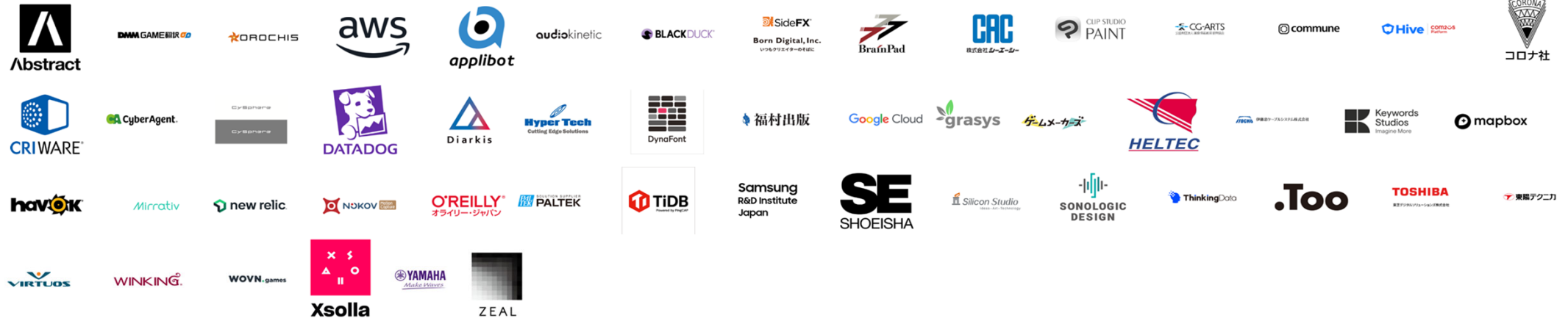
■ Gold Sponsor



■ Silver Sponsor



■ PR Program Sponsor



■ Equipme



■ Developers' Night sponsorship

Platinum Sponsor



Gold Sponsor



Silver Sponsor



■ Welcome Reception Sponsorship

Platinum Sponsor



Gold Sponsor



# 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.

## ■ Attendance Styles 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]



[Optional] CEDEC Channel YouTube version

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

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



# **CEDEC2026 Sponsorship Program Information**

# Changes of Note to the Sponsorship Program CEDEC2025

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

- The following new items will be available:
  - CEDEC Lightning (p.24, p.44)

## **[Addition of Menu Options]**

- One additional option will be added to the following menu
  - CEDEC Shobo (p.19)

## **[Price Revisions]** (p.33, p.34, p.38)

- Prices for select Escalator Advertising will be revised downward.
- Prices for select Flag will be revised upward.
- Prices for select Time-shifted banner will be revised upward.(increased).

## **[Order of Selection for Session Room Booked Exclusively Sponsors]** (p.48)

- At the Sponsor Presentation Date and Time Selection Meeting, the date and time will be determined with the highest priority.

## **[Schedule of booth location selection meeting]** (p.15-19)

- The meeting will be held on the following date (online)
  - Exhibition booth location selection meeting: Tuesday, April 21, 11:00–12:00

## **[Schedule of Sponsor Presentation date and time selection meeting]** (p.20–22)

- The meeting will be held on the following date (at the venue)
  - Sponsor session presentation date and time selection meeting: Wednesday, May 13, 13:00–15:00

## **[Developers' Night Ticket Purchase Right]** (p.43, p.44, p.45 )

- The right to purchase Developers' Night tickets will continue to be offered to select sponsors from last year; however, advance payment will be required.

## **[Priority for Previous Event Sponsorship]**

- Priority right based on previous application history is limited to companies that submit their applications by the early application deadline (end of March). From April 1 onward, applications will be processed on a first-come, first-served basis or by lottery.

# 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 13-14 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.

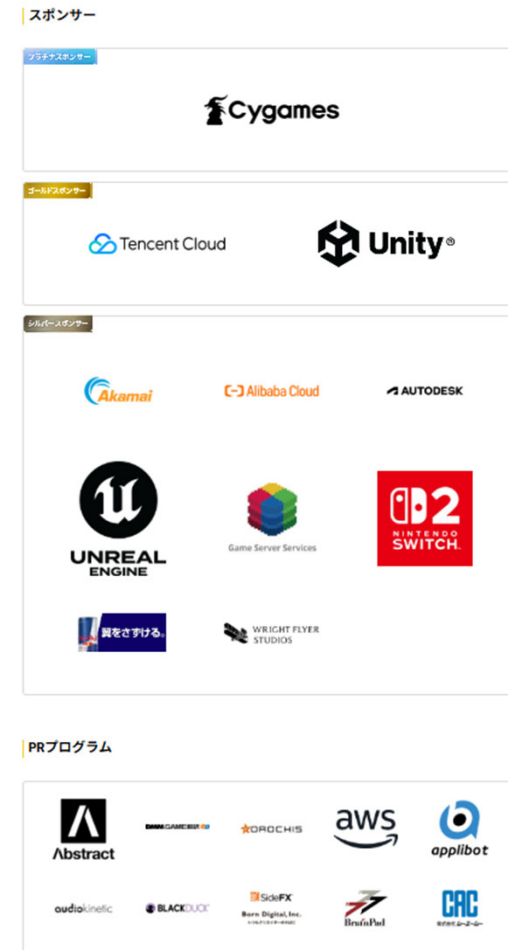
Platinum and Gold sponsors will also have their logos displayed in the Official Guide Map distributed at the on-site venue.

Please note that logo sizes may vary depending on space availability.

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. (Advance payment is required.)

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.



Example of official website posting

# Application of CESA Member Rates

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. The "Member" in the rate column on each program detail page refers to Computer Entertainment Supplier's Association (CESA) members.

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).

**To qualify for member rates, membership must be completed by May 1. Therefore, please contact us by the end of March if you wish to apply for membership.**

\*The membership process is considered complete upon receipt of the membership fee.

URL for membership information

<https://www.cesa.or.jp/about/admission/procedures.html>

The screenshot shows the 'Membership Application Procedure' page on the CESA website. The page title is 'Membership' in large red letters. Below the title, there is a navigation menu with links: 'Overview of CESA', 'Board of Directors', 'Activities of CESA committees', 'Members List', 'Membership Application Procedure', and 'Global Event Compliance Policy'. The main content area features a blue button labeled 'Membership Application Procedure'. Below this, there is a paragraph of text: 'We offer our members various benefits, including discounted member pricing for events including the Tokyo Game Show, access to member-exclusive information, and invitations to social gatherings or networking parties. If you are considering joining, please feel free to consult with us.' This is followed by a section titled '[1] Types of Membership'. The text below this section reads: 'The association is supported by the following types of members. Please determine the most appropriate membership category according to your company's field of business/particular circumstances.' A table is partially visible, with one row for 'Regular Member' and its description: 'This applies to corporations and individuals engaged in the development, production, and sale of software, as well as in the provision of online environments and services necessary for the use of software, and to organizations composed of such entities.'

# Sponsorship Menu (1/2)

Menu				Member rate JY (excluding tax)	General rate JY (excluding tax)	Point	Amount
Exhibition booths	1	Exhibition booths	Early application	360,000	410,000	4	15~17
	2	Exhibition booths	Normal application	400,000	460,000		
3	Exhibition booths (2 tables added)	Early application	320,000	370,000	3		
4	Exhibition booths (2 tables added)	Normal application	350,000	400,000			
Sponsored session	5	Book Sales Area	Royalty (5% of sales)	50,000 + Royalty	70,000 + Royalty	1	18~19
	6	Book Sales Area (Sales of Recommended Books)	Royalty (10% of sales)	0	0	0	
	7	Sponsored session (60 minutes)	Early application	720,000	830,000	8	20~22
	8	Sponsored session (60 minutes)	Normal application	850,000	980,000		
	9	Sponsored short sessions (25 minutes)	Early application	450,000	520,000	5	
	10	Sponsored short sessions (25 minutes)	Normal application	540,000	620,000		
	11	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	23
	12	Sponsored Hands-on Workshops (in-person only, no online streaming)	Normal application *Please provide your own PCs and other equipment.	300,000	350,000		
	13	Lightning Talk sessions (5 minutes)	Early application	200,000	230,000	2	24
	14	Lightning Talk sessions (5 minutes)	Normal application	220,000	250,000		
Interval advertisement	15	Promotional Video Between Sessions	1 channel per day	210,000	240,000	3	25
	16	Promotional Video Between Sessions	Spot	50,000	60,000	1	
Official Guide Map	17	Official Guide Map Advertisement		1,000,000	1,150,000	11	26
Logoed goods/productions	18	Neck Strap Advertisement		2,000,000	2,300,000	20	27
	19	Uchiwa Fan Advertisement	3,000	1,000,000	1,150,000	11	28
	20	Uchiwa Fan Advertisement	4,000	1,250,000	1,440,000	13	
	21	Tote Bag Advertisement		2,000,000	2,300,000	20	29
	22	Tote Bag Insert		200,000	230,000	2	30
	23	Entrance Banners		300,000	350,000	4	31
	24	Digital Signage	Still images	250,000	290,000	3	32
	25	Digital Signage	Still images (Set discount)	400,000	460,000	4	
	26	Digital Signage	Videos	350,000	400,000	4	
	27	Digital Signage	Videos (Set discount)	560,000	640,000	5	
	28	Digital Signage	Exclusive use by 1 company	2,000,000	2,300,000	20	
	29	Escalator Advertising	1F - 2F long decals	1,400,000	1,610,000	16	33
	30	Escalator Advertising	1F - 2F 600-mm square decals	1,000,000	1,150,000	11	
	31	Escalator Advertising	2F - 3F long decals	1,200,000	1,380,000	13	
	32	Escalator Advertising	2F - 3F 600-mm square decals	750,000	860,000	8	
	33	Escalator Advertising	1F - 3F long decals (Set discount)	2,000,000	2,300,000	20	
	34	Escalator Advertising	1F - 3F 600-mm square decals (Set discount)	1,400,000	1,610,000	15	34
	35	Pacifico Yokohama Outdoor Flags	Queen Mall Bridge (All)	520,000	600,000	5	
	36	Pacifico Yokohama Outdoor Flags	Queen Mall Bridge (Half)	300,000	350,000	3	
	37	Pacifico Yokohama Outdoor Flags	Plaza Deck B (All)	650,000	750,000	7	
38	Pacifico Yokohama Outdoor Flags	Plaza Deck B (Half)	400,000	460,000	4		
39	Pacifico Yokohama Outdoor Flags	All (Set discount)	1,000,000	1,150,000	12		
40	Pacifico Yokohama Outdoor Flags	Half (Set discount)	600,000	690,000	6		

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

\*In the event of a high volume of applications for sponsorship menu, priority will be given based on previous participation history. If there is more than one company with the same conditions, priority will be given to CESA members.

# Sponsorship Menu (2/2)

Menu				Member rate JY (excluding tax)	General rate JY (excluding tax)	Point	Amount
Web/email advertising	41	Email Advertisement	5-line ad 1 email	300,000	350,000	3	35
	42	Email Advertisement	5-line ad 2 emails	500,000	580,000	6	
	43	Official Website Advertisement	A type (Main page)	590,000	680,000	6	36
	44	Official Website Advertisement	B type (Main page)	360,000	410,000	4	
	45	Official Website Advertisement	C type (My Page)	250,000	290,000	3	
	46	Official Website Advertisement	D type (Session listing page)	225,000	260,000	2	
	47	Live Streaming Page Banner Advertisement		250,000	290,000	3	
	48	Time-shifted Streaming Page Banner Advertisement		230,000	260,000	2	38
Annual Advertising	49	CEDiL Banner Advertisement	A type	235,000	270,000	3	39~40
	50	CEDiL Banner Advertisement	B type	85,000	100,000	1	
Official website	51	Sponsor Tags			570,000	5	40
Sponsorship Menu	52	Developers' Night Sponsorship	Platinum		2,000,000	24	41
	53	Developers' Night Sponsorship	Gold		1,000,000	12	
	54	Developers' Night Sponsorship	Silver		500,000	6	
	55	Developers' Night Sponsorship	Logo		100,000	1	42
	56	Welcome Reception Sponsorship	Platinum		1,500,000	16	
	57	Welcome Reception Sponsorship	Gold		1,000,000	12	
	58	Welcome Reception Sponsorship	Silver		500,000	6	
	59	Welcome Reception Sponsorship	Logo		100,000	1	
	60	CEDEC AWARDS Sponsorship	Platinum		1,000,000	12	43
	61	CEDEC AWARDS Sponsorship	Gold		500,000	6	
	62	Lightning Talk Sponsorship	1Day		500,000	6	44
	63	Lightning Talk Sponsorship	2Days		900,000	9	
	64	Lightning Talk Sponsorship	3Days		1,200,000	13	
	65	Networking Lounge Sponsorship	1Day *3 slot only		1,500,000	16	45
66	Networking Lounge Sponsorship	3Days *One slot only		4,000,000	44		
67	Equipment & Systems Sponsorship	Specific details will be decided upon consultation.		Please contact the Secretariat		0	46
Original Menu	68	Original Sponsorship Menu Item		Please contact the Secretariat			47
Option	69	Session Room Booked Exclusively	Please contact the secretariat for details		3,000,000~	Points based on the content of the application.	48
	70	Conference Room Rental	Please contact the secretariat for details		220,000~		49

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

\*In the event of a high volume of applications for sponsorship menu, priority will be given based on previous participation history. If there is more than one company with the same conditions, priority will be given to CESA members.

# [1-4] Exhibition booths (1/3)

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.

## [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
- \*Exhibiting with 4 or more tables is also available. Additional space is available in increments of 2 tables.  
(4-table booth: Booth space 6m x 2m, Conference table + 4 chairs, 2 Regular Passes)

## [Rates (excluding tax)]

Basic specification rate

	Early	Normal
Member	360,000 yen	400,000 yen
General	410,000 yen	460,000 yen

Additional fee per two tables

	Early	Normal
Member	320,000 yen	350,000 yen
General	370,000 yen	400,000 yen

## [Booth Location selection meeting]

Date: Tuesday, April 21, 11:00-12:00 \*Online  
Participation: Companies that apply by Tuesday, April 14 are eligible to participate.  
For applications submitted after that date, booth locations will be assigned on a first-come, served basis.

## [Important Points]

1. Please note that the sale of merchandise at exhibition booths is prohibited.
- 2.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"

## Lottery

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



- Early application deadline:  
Tuesday, March 31

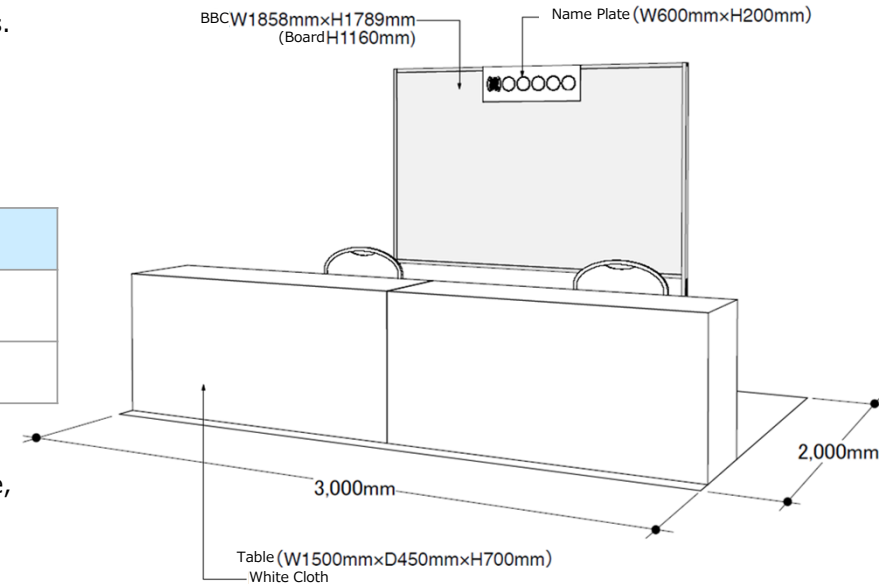


- Final application deadline:  
Monday, June 1

Booth Location selection meeting (online)  
Tuesday, April 21, 11:00-12:00

~Basic booth example~

\*Booth specifications may be subject to change.



# [1-4] Exhibition booths (2/3)

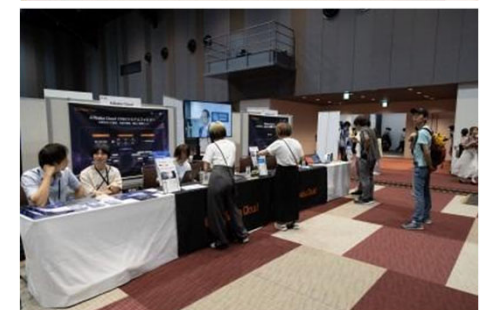
## [Application]

- Please refer to "Exhibition Booth Locations" on page 52 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: If you have any other requests, please contact the Secretariat.

Barcode reader	<p>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.</p> <p>*Each sponsor is responsible for scanning visitors' barcodes. Please note that support from event staff will not be available.</p> <ul style="list-style-type: none"> <li>- Unlimited number of registrations (1 unit) = 50,000 yen (excluding tax)</li> <li>- Pricing based on the number of registrations (1 unit) = 30,000 yen (+ number of registrations x 30 yen) (excluding tax)</li> <li>- Additional reader = 10,000 yen/unit (excluding tax)</li> </ul>
Monitor	24-inch or 40-inch; tabletop or stand type etc.
Internet connection (wired)	<ul style="list-style-type: none"> <li>- FLET'S Hikari Next Family High Speed Type</li> <li>- FLET'S Hikari Next Family Giga Line Type (IP0)</li> <li>- FLET'S Hikari Next Family Giga Line Type (IP1)</li> <li>- NURO Access Standard (IP1)</li> </ul> <p>*For details, please refer to the next page.</p>
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	W490×D525×H870mm SH430mm
Additional electric capacity	*Prices are subject to change in line with changes in PACIFICO YOKOHAMA prices. For more information, please contact the Secretariat.



~2025 set up~

# [1-4] Exhibition booths (3/3)

## [Optional Menu: Wired Internet Connection]

You may choose an internet connection according to your needs.

All menu options include wired LAN with a LAN cable only.

Please note that dedicated Wi-Fi is not available for rental.

All optical lines provided are on a best-effort basis. The maximum stated communication speed represents the technical maximum and does not guarantee actual performance. Internet speeds may decrease significantly depending on device specifications, network congestion, and other environmental factors.

Please note that cancellations made within one month prior to the service start date will incur the full line fee.

Line Type	Category	Connection Speed	Global IP Availability Fixed IP Address	Feature	Recommended Use Cases	Rates (excluding tax)	Application deadline
FLET'S Hikari Next Family High-Speed Type	Shared Optical Line Low Load	Up to 100 Mbps (Upload) Up to 200 Mbps (Download) (Best-Effort basis)	Not Available	Shared with other booths. Cost-focused. Speed may decrease during peak usage.	Web browsing, presentation of materials, primarily offline demonstrations, and communication via email and chat	30,000 yen	Monday, June 1
FLET'S Hikari Next Family Giga Line Type (IP0)	Dedicated optical line Medium load	Up to 1 Gbps (Upload) Up to 1 Gbps (Download) (Best-Effort basis)	Not Available	More stable than shared lines due to dedicated bandwidth. Suitable for business operations and payment processing	Real-time demonstrations of SaaS platforms or admin dashboards, internal server and VPN connections, cashless payment processing, and simultaneous connections across multiple devices	100,000 yen	Monday, June 1
FLET'S Hikari Next Family Giga Line Type (IP1)	Dedicated optical line Medium load	Up to 1 Gbps (Upload) Up to 1 Gbps (Download) (Best-Effort basis)	Available	More stable than shared lines due to dedicated bandwidth. Suitable for business operations and payment processing	Real-time demonstrations of SaaS platforms or admin dashboards, internal server and VPN connections, cashless payment processing, and simultaneous connections across multiple devices	180,000 yen	Monday, June 1
NURO Access Standard (IP1)	Dedicated optical line High load	Up to 1 Gbps (Upload) Up to 1 Gbps (Download) (Best-Effort basis/ Dedicated Bandwidth)	Available	Dedicated NURO line with a focus on stability. Suitable for streaming and online demonstrations. Bringing your own router is not permitted.	Online demonstrations, real-time remote connections, live streaming, video transmission, and large-volume data demonstrations	170,000 yen	Monday, June 1

# [5] Book Sales Area

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.

## [Specifications]

- Booth space: 2m x 2m x 1 cloth covered
- Conference table (w1500 x d600 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.

## [Rates (excluding tax)]

	Normal only
Member	50,000 yen+ royalty (5% of sales)
General	70,000 yen+ 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.

## [Booth Location selection meeting]

Date and Time: Tuesday, April 21, 11:00-12:00 \*Online  
Participation: Companies that apply by Tuesday, April 14 are eligible to participate.  
For applications submitted after that date, booth locations will be assigned on a first-come, first-served basis.

## [Application]

- 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.

## Lottery

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

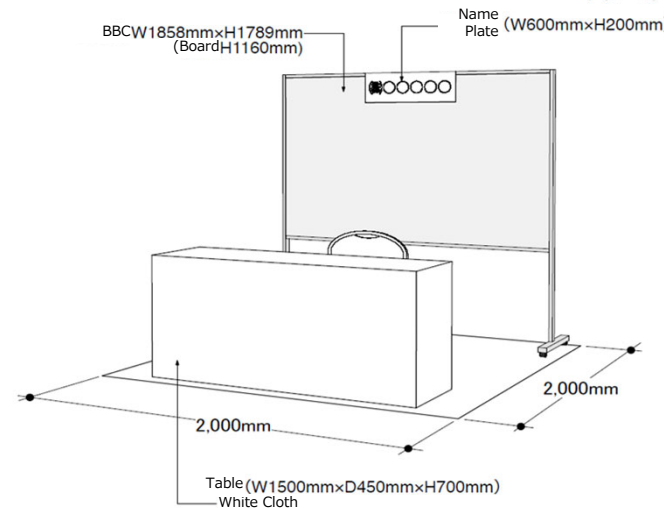


- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1



Booth Location selection meeting (online)  
Tuesday, April 21, 11:00-12:00

~Basic booth example~  
\*Booth specifications may be subject to change.



~2025 set up~

## [6] Book Sales Area (Sales of Recommended Books)

- A merchandising area will be set up in the 1st Floor Networking Lounge at the CEDEC venue.
- The "CEDEC Bookstore," which sells books related to computer entertainment development, will be set up in the merchandise space.

- Only books recommended by the CEDEC Steering Committee will be sold at the "CEDEC Bookstore" sales space.

[Specifications] \*Within the overall merchandising space (implemented in a designated section)

- Space: 2m x 2m x 1 cloth covered
- Conference table (w1500 x d600 x h700)
- Chair x 3, Bulletin Board x 3
- Location: 1F Networking Lounge
- Sales method: Individual sales by each company
- \*Only sales of books are allowed under this plan. No sales or display of products other than books are allowed.
- \*Available sales space is subject to change depending on the number of applications. (Please note that reserving space equivalent to one full table may not be possible.)

[Rates (excluding tax)]

- There is no exhibition fee.
- You will be asked to report the sales after the exhibition.
- We will charge 10% of sales as royalty.

[Application]

- Past exhibitors will be consulted regarding their interest. If implemented, candidate titles will be submitted, and the CEDEC Steering Committee will select the recommended books.
- Only books recommended by the CEDEC Steering Committee may be sold.
- If the number of applications exceeds the number of available spaces before March 31 (Tue.), a lottery will be held. From April 1 onward, applications will be accepted on a first-come, first-served basis.
- Depending on the number of applications, the Secretariat may not be able to meet your request for the sales location and dates.
- For operational reasons, a minimum of three participating companies is required. If this number is not met, this program will not be offered.

### Lottery

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



- Early application deadline:

Tuesday, March 31

- Final application deadline:

Monday, June 1



Booth Location selection meeting (online)

Tuesday, April 21, 11:00-12:00

BBCW1858mmxH1789mm  
(Board H1160mm)

White Cloth

~Basic booth example~

\*Booth specifications may be subject to change.

\*Please note that depending on the number of applications, the sales space may be limited to approximately half of one table (as indicated in light blue) or less.

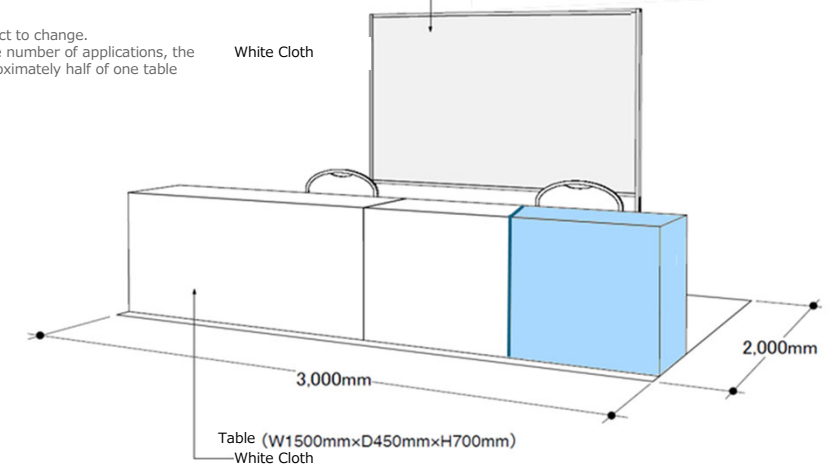


Table (W1500mmxD450mmxH700mm)  
White Cloth

# [7-10] Sponsored Sessions (1/3)

Sponsor sessions provide sponsors with the opportunity to deliver 60-minute or 25-minute presentations, allowing them to directly promote their technologies and products to developers.

## Lottery

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



- Early application deadline: Tuesday, March 31
- Deadline for application for requesting personal information: Monday, May 25
- Final application deadline: Monday, June 1



Sponsor Date and Time Selection Meeting (at the venue) Wednesday, May 13, 13:00-15:00

### [Implementation format]

CEDEC2026 will use a hybrid format combining lectures at the venue with live online streaming. Participants may attend the session in person at an on-site venue or online.

- Eligible participants: In-person 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

\*Each company is responsible for scanning visitors' barcodes and distributing novelties. Please note that support from event staff will not be available.

### [Method of streaming]

\*Live online streaming or recorded online streaming by your own company is not permitted.

	Live streaming	Time-shifted streaming	Free live/archived streaming on YouTube
Eligible Sessions	All Sessions	All Sessions	Only for requested sessions / Optional
Target viewers	CEDEC2026 Regular Pass and Online Pass purchasers	CEDEC2026 Regular Pass and Online Pass purchasers	No restrictions on viewers *No personal information can be obtained.
Delivery period	Live streaming	Scheduled for the day after the presentation to August 3, 2026 at 10:00 AM *The streaming period is subject to change, such as an extension of the deadline.	Live streaming + archived streaming *YouTube archived streaming is scheduled to be available around 2 weeks after the end of the event.

# [7-10] Sponsored Sessions (2/3)

## [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.

## [Rates (excluding tax)]

Sponsored session (60 minutes)

	Early	Normal
Member	720,000 yen	850,000 yen
General	830,000 yen	980,000 yen

Sponsored short sessions (25 minutes)

	Early	Normal
Member	450,000 yen	540,000 yen
General	520,000 yen	620,000 yen

## [Session Date and Time]

- The date and time of the presentations will be determined at the date and time selection meeting.
- For details on how to determine the presentation date and time for your session, please refer to "Confirmation of Sponsored Session Applications and Presentation Dates and Times" on page 52.
- 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.

## [Sponsor Date and Time Selection Meeting]

Date and time: **Wednesday, May 13, 13:00-15:00** \*at the venue

Participation: Those who apply by Friday, April 24 are eligible to participate.

Applications submitted after that date will be accepted on a first-come, first-served basis.

## [7-10] Sponsored Sessions (3/3)

### [Application]

#### ■ Important Points

- 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 25. 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

- 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 company is responsible for scanning visitors' barcodes and distributing novelties. Please note that support from event staff will not be available.
- 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. )

#### ■ Interpreter Arrangement

- Referrals are available for a fee. As there is an application deadline, please refer to the CEDEC2026 Exhibitor Manual for details.

#### ■ Time-shifted Streaming

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

# [11-12] Sponsored Hands-on Workshops

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.

First-come, first-served basis



- Early application deadline: Tuesday, March 31
- Deadline for application for requesting personal information: Monday, May 25
- Final application deadline: Monday, June 1

## [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.
  - \*This plan is hands-on workshops style. If you wish to present a lecture-style, please apply for a sponsored session on page 20.

## [Rates (excluding tax)]

	Early	Normal
Member	250,000 yen	300,000 yen
General	290,000 yen	350,000 yen

## [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 company is responsible for scanning visitors' barcodes and distributing novelties.
- Please note that support from event staff will not be available.
- 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 (1 unit) = 10,000 yen (excluding tax)

## [Session Date and Time]

The date and time will be adjusted by the Secretariat due to layout arrangements and other considerations.

**First-come, first-served basis: The Secretariat will contact you regarding the schedule and time of the presentation in the order of application (around June).**



~Example~

# [13-14] Lightning Talk session

New sponsorship slots have been introduced for the lunchtime Lightning Talk sessions starting in 2025. Lightning Talk sessions are available for in-person participants only. There is no online streaming.

## [Specifications]

- Duration: 5 minutes per session
- Incidental equipment: Projector, microphone set \*Please provide your own PCs and other equipment.
- Venue CEDEC: Held at the CEDEC venue on the 1st floor of PACIFICO YOKOHAMA North
- Number of slots/Format: Of the five session slots scheduled per track, only the central slot will be designated as a sponsor session.  
The remaining slots will be allocated to publicly submitted sessions.
- \*The number and format of sponsor session slots may be subject to change depending on the number of open call applications.  
Please understand this beforehand.

## [Rates (excluding tax)]

	Early	Normal
Member	200,000 yen	220,000 yen
General	230,000 yen	250,000 yen

## [Application]

- If applications exceed the available slots, a lottery will be conducted.
- A maximum of two slots per day is available. Implementation may be subject to change depending on the number of public submissions received.  
Please note that this menu may be cancelled depending on the number of public submissions received.
- If held for one day only, the Lightning Talk sessions are scheduled for Friday, July 24.  
If held for two days, they are scheduled for Thursday, July 23 and Friday, July 24.

## [Important Points]

- There is no online streaming.
- The session will take place in an open venue. Participants will not be rotated between sessions.
- Barcode scanning of attendee passes and distribution of materials are not permitted.

Lottery



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## Slot allocation overview 1 track

(1) Public submission slot

(2) Public submission slot

(3) Sponsor slots

(4) Public submission slot

(5) Public submission slot



~2025 set up~

\*In 2026, this is scheduled to take place on stage in a first-floor presentation room.

# [15-16] Promotional Video Between Sessions

You can show your company's promotional video during both the live stream and the time-shifted streaming.

## [Specifications]

- Duration of showing: Before the start of sessions
- \*The time before the start of the following sessions is excluded.
  - Sponsored Sessions
  - Before Keynote Speech
  - CEDEC AWARDS
- Video length: 60 seconds or less

\*Video content is limited. For more information, please refer to the "Important Points to Consider for Exhibition, Presentations, and Advertisements" on page 55.

## [Rates (excluding tax)]

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

## [Determination of the Time Schedule]

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.

## Lottery

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

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

# [17] Official Guide Map Advertisement

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

## Lottery



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

- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

### [Media Overview]

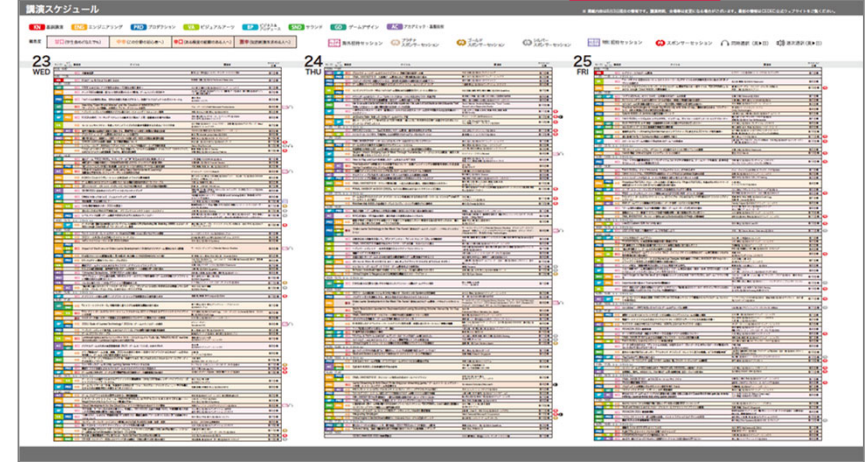
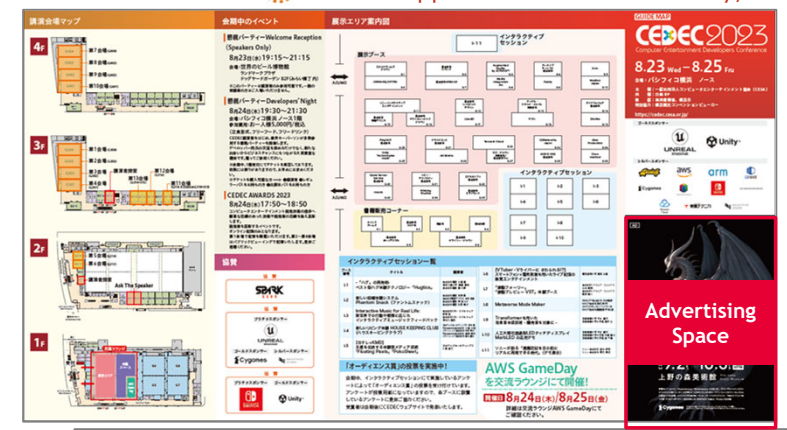
- Distribution Location : Distributed free of charge at the registration desk for participants and at the entrances to the session venues
- Specifications : Folded map, all-color on both sides
- Size when folded : 210 (length) x 110 (width) (mm)
- Advertising placement: Back Cover (Table 4)
- Ad size : 210 (length) x 110 (width) (mm)

### [Rates (excluding tax)]

	Normal only
Member	1,000,000 yen
General	1,150,000 yen

### [Application]

- This item is exclusively available to exhibitors.
- An exhibitor is defined as a company that will have either an exhibition booth, sponsored sessions or sponsorship menu.
- Exclusive use by 1 company
- 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.



# [18] Neck Strap Advertisement

Logos will be placed on the neck strap of the Conference Pass, which participants and speakers will wear at all times in the venue.

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Tuesday, May 19

## [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.

## [Rates (excluding tax)]

	Normal only
Member	2,000,000 yen
General	2,300,000 yen



## [Application]

- 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.

# [19-20] Uchiwa Fan Advertisement

Corporate logos and advertisements will be placed on uchiwa fans to be distributed to participants, speakers, and related parties.

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Tuesday, May 19

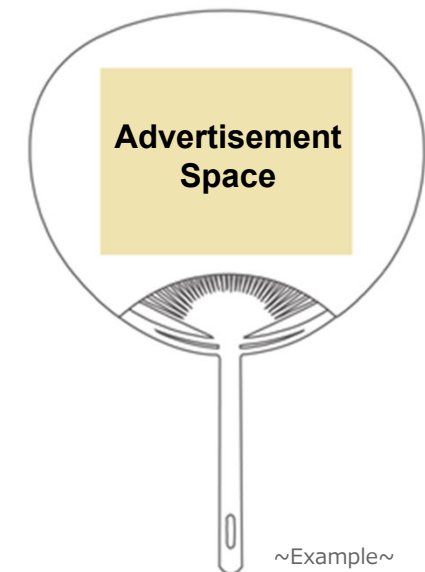
## [Specifications]

- Size: w243 x h345
- Frame: white
- Printing area: h150 x w110 (mm)
- Color: 4 colors
- Distribution target: participants, speakers and related parties
- Production quantity: 3,000/4,000 pieces \*Choose from either quantity

- \*This item is for exclusive use by 1 company
- If there are multiple company applications before March 31, a lottery will be held. (First-come, first-served basis from April 1)
- \*The layout will have the CEDEC logo design on one side.
- \*You may choose your desired production quantity
- \*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.

## [Rates (excluding tax)]

	3,000 pcs	4,000 pcs
Member	1,000,000 yen	1,250,000 yen
General	1,150,000 yen	1,440,000 yen



~Example~

# [21] Tote Bag Advertisement

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

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, May 11

## [Specifications]

- Material: Cotton
- Size: w360 x h370 x d110 (mm)
- Logo size: within w250 x h340 (mm)
- Color: mono-color
- Thickness: 5oz
- 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.

## [Rates (excluding tax)]

	Normal only
Member	2,000,000 yen
General	2,300,000 yen



~Placement example~

# [22] Tote Bag Insert

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

**Lottery**



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [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.

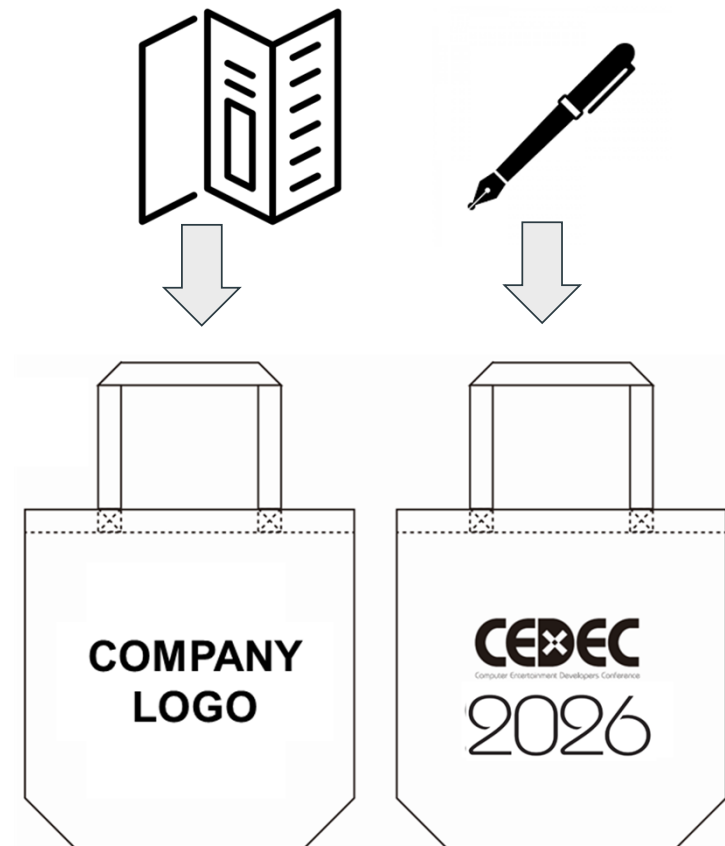
### <Novelty>

- 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.

## [Rates (excluding tax)]

	Normal only
Member	200,000 yen
General	230,000 yen



~Example~

# [23] Entrance Banners

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

## Lottery

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Friday, June 19

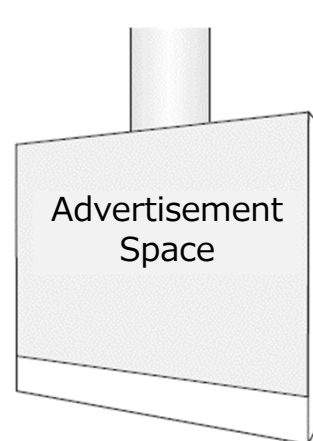
### [Specifications]

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

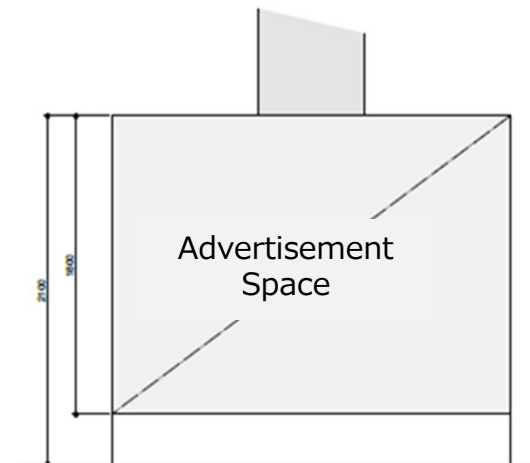
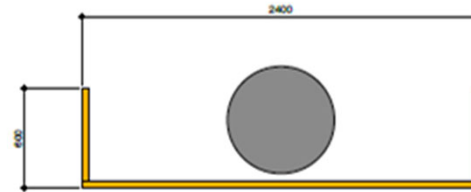
### [Rates (excluding tax)]

Per advertisement location. Multiple applications available

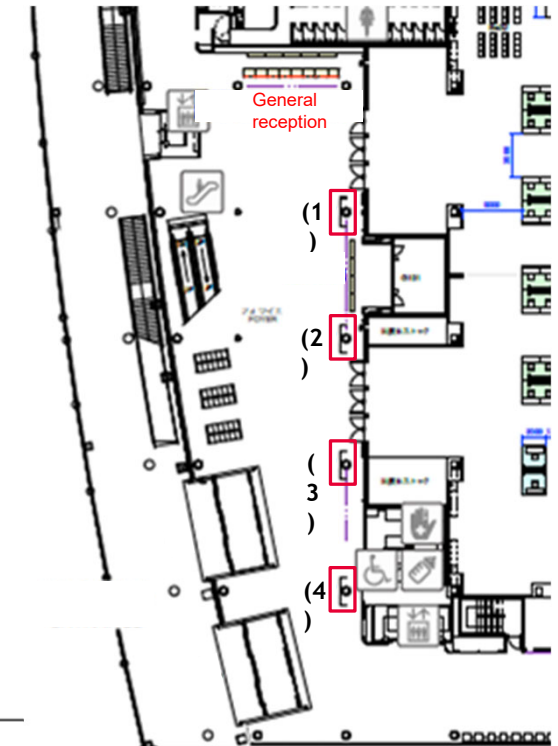
	Normal only
Member	300,000 yen
General	350,000 yen



~Installation example~



### ■1F Entrance banner



~Display locations~

# [24-28] Digital Signage

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.

[Specifications and rates]

		Still image	Video
Rates	1 slot (up to 10 slots*1)	Member rate: <b>250,000</b> yen (excluding tax) General rate : <b>290,000</b> yen (excluding tax)	Member rate: <b>350,000</b> yen (excluding tax) General rate : <b>400,000</b> yen (excluding tax)
	Set Discount	Member rate: <b>400,000</b> yen (excluding tax) General rate : <b>460,000</b> yen (excluding tax)	Member rate: <b>560,000</b> yen (excluding tax) General rate : <b>640,000</b> yen (excluding tax)
	One company exclusive	Member rate: <b>2,000,000</b> yen (excluding tax) General rate: <b>2,300,000</b> yen (excluding tax)	
Size	W3233 × H1080 (mm) 9 × 49-inch screens <small>*Data size: W1920 x H1080 (px)</small>		
Display location	Near the general reception on the 2nd floor (1 location)		
Display period	Tuesday, July 21–Friday, July 24, 4 days 8:00–20:00		
Duration	30 sec.	30 sec. (May vary depending on file size)	
Submission Deadline	Friday, July 3		

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

Set Discount

Lottery

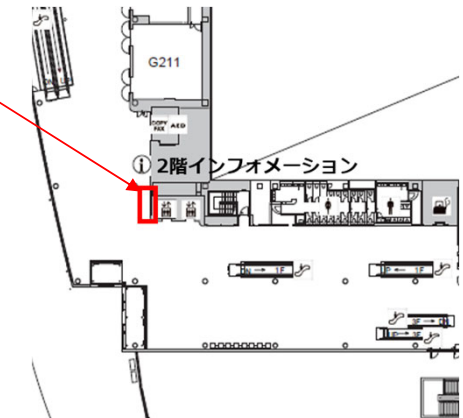
If the number of applications exceeds the number of available spaces before March 31 (Tue.), a lottery will be held.

From April 1 onward, applications will be accepted on a first-come, first-served basis.

- Early application deadline: Tuesday, March 31
- Final application deadline: Friday, June 1



~Example~



~Display locations~

[Application]

- 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.

# [29-34] Escalator Advertising

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

Set Discount

Lottery



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [Specifications and rates]

	1F - 2F	2F - 3F	1F - 3F (Set discount)
Long decal	Member rate: <b>1,400,000</b> yen (excluding tax) General rate : <b>1,610,000</b> yen (excluding tax)	Member rate: <b>1,200,000</b> yen (excluding tax) General rate : <b>1,380,000</b> yen (excluding tax)	Member rate: <b>2,000,000</b> yen (excluding tax) General rate : <b>2,300,000</b> yen (excluding tax)
600-mm square decals	Member rate: <b>1,000,000</b> yen (excluding tax) General rate : <b>1,150,000</b> yen (excluding tax)	Member rate: <b>750,000</b> yen (excluding tax) General rate : <b>860,000</b> yen (excluding tax)	Member rate: <b>1,400,000</b> yen (excluding tax) General rate : <b>1,610,000</b> yen (excluding tax)
Number of slot	Exclusive use by 1 company	Exclusive use by 1 company	Exclusive use by 1 company
Size	Long decal 20m2 600-mm square decals × 26	Long decal 12m2 600-mm square decals × 16	Long decal 20m2/12m2 600-mm square decals × 42
Display locations	(1) (2) (3) (4)	(5) (6)	(1) (2) (3) (4) (5) (6)
Display locations	4 locations	2 locations	6 locations
Print proof	△ (Available upon request)		
Submission Deadline	Friday, July 3 *f color proofing is requested: Friday, June 26		

Glass balustrade: Long decal 20m2

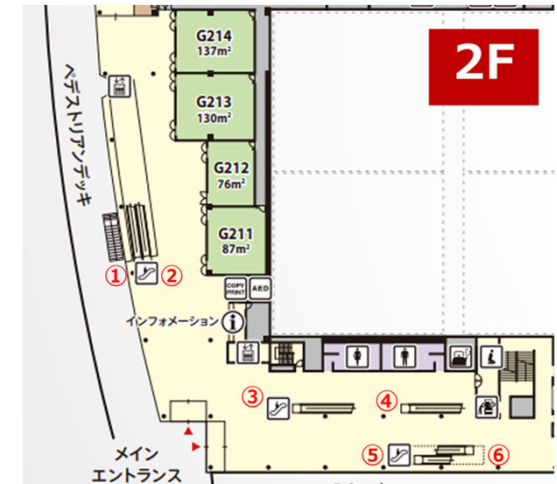
Glass balustrade: 600-mm square decals



- Advertising will be displayed Tuesday, July 21–Friday, July 24, 2026.
- 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 2,000mm.
- No restrictions are placed on the type of designs used for 600-mm 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 a proof as there will be an additional charge.
- The outer side of the escalator balustrade (background) is white.

## [Application]

- Priority will be given to applications for the 1F - 3F (set discount) plan.
- If applications are made for both long and 600-mm square decals, priority will be given to long decal applications.
- In other cases, if the number of applications exceeds the number of available spaces, a lottery will be held.



~Display locations~

# [35-40] PACIFICO YOKOHAMA Outdoor Flags

Advertising flags will be displayed around PACIFICO YOKOHAMA.

[Specifications and rates]

	Queen Mall Bridge	Plaza Deck B	Set Discount
Tuesday, July 21–Friday, July 24 4 days All	Member rate: <b>520,000</b> yen (excluding tax) General rate : <b>600,000</b> yen (excluding tax)	Member rate: <b>650,000</b> yen (excluding tax) General rate : <b>750,000</b> yen (excluding tax)	Member rate: <b>1,000,000</b> yen (excluding tax) General rate : <b>1,150,000</b> yen (excluding tax)
Tuesday, July 21–Friday, July 24 4 days Half	Member rate: <b>300,000</b> yen (excluding tax) General rate : <b>350,000</b> yen (excluding tax)	Member rate: <b>400,000</b> yen (excluding tax) General rate : <b>460,000</b> yen (excluding tax)	Member rate: <b>600,000</b> yen (excluding tax) General rate : <b>690,000</b> yen (excluding tax)
Display locations	Queen Mall Bridge	Plaza Deck	Queen Mall Bridge Plaza Deck
Number of displays	All: 24 pieces / Half: 12 pieces	All: 28 pieces / Half: 14 pieces	All: 28 pieces / Half: 14 pieces
Size	W500 × H750	W500 × H750	W500 × H750
Material	Light-blocking tarpaulin	Light-blocking tarpaulin	Light-blocking tarpaulin
Print proof	O (1 time)		
Submission Deadline	Friday, June 19: Data and color sample submission / Friday, July 3: Final data submission		

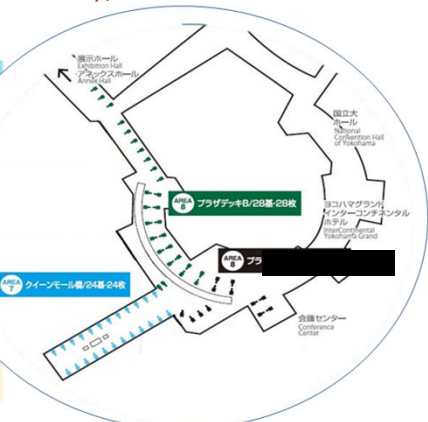
Set Discount

Lottery



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

~Example~



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



- Flag designs must include the event name (“CEDEC2026”), the venue name (“PACIFICO Yokohama North”), the event dates (“Wednesday, July 22– Friday July 24, 2026”) and the CEDEC2026 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.

# [41-42] Email Advertisements

A 5-line ad will be placed in CEDEC EXPRESS, the email newsletter distributed to registered CEDEC newsletter subscribers.

## [Specifications]

- 5-line ad
- Exclusive use by one company per distribution.
- Number of characters displayed: 38 double-byte characters x 5 lines
- Sent to: participants, speakers, newsletter subscribers
- Registered recipients: More than 30,000 (as of January 2026)
- 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 note 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.

## [Rates (excluding tax)]

	1 e-newsletter	2 e-newsletters (set discount)
Member	300,000 yen	500,000 yen
General	350,000 yen	580,000 yen

\*For two e-newsletters (set discount), two e-newsletters' worth of points will be allotted without any discount.

\*Please contact us if you wish to apply for a set of three or more e-newsletters.

Set Discount

Lottery

If the number of applications exceeds the number of available spaces before March 31 (Tue.), a lottery will be held.

From April 1 onward, applications will be accepted on a first-come, first-served basis.

- Early application deadline: Tuesday, March 31

- Final application deadline: Monday, June 1



CEDEC2026 (Computer Entertainment Developers Conference 2026)  
Newsletter [CEDEC EXPRESS]

2026/\*\*/\*\*  
<https://cedec.cesa.or.jp/>

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■ TOPICS

- ▼ [Hurry] Early bird discount for regular passes ends today!
- ▼ [Deadline approaching!] Your vote will decide the CEDEC AWARDS! <Today Only>
- ▼ [Highlighted Sessions] Three Advisory Board recommendations!
- ▼ [Free] Now accepting registration to attend Sponsored sessions!
- ▼ New session now available

---<PR>---

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2

3

4

5

---<PR>---

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▼ [Hurry] Early bird discount for regular passes ends today!

---

The Early-Bird Discount applicable to the "Regular Pass," which grants access to all sessions over three days, is available for applications submitted today only.

We encourage you to take this opportunity to apply!

● Application page  
<https://cedec.cesa.or.jp/2026/contents/howto.html>

# [43-46] Official Website Advertisement

Banner ads will be displayed on the official website.

## [Specifications]

- Duration of display: Late May–Late November 2026
- Display page  
Main page: (A type / B type)  
My Page (C type)  
Session listing page: D type
- File format: JPG, PNG format
- \*Ad sizes and layout may be subject to change.

## [Rates & Size]

Advertisement Type	Display	Size (pixels)	No. of slot	Rates (excluding tax)
A type	Random	Display size w640 × h200 *Submission size: w1280 × h400	3	Member rate: 590,000 yen/banner General rate: 680,000 yen/banner
B type	Random	Display size w450 × h141 *Submission size: w900 × h282	5	Member rate: 360,000 yen/banner General rate: 410,000 yen/banner
C type	Random	Display size w300 × h50 *Submission size: w600 × h100	5	Member rate: 250,000 yen/banner General rate: 290,000 yen/banner
D type	Random	Display size w300 × h50 *Submission size: w600 × h100	7	Member rate: 225,000 yen/banner General rate: 260,000 yen/banner

## [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.

## [Application]

- Multiple applications available
- Please contact the Secretariat for information on submission methods and schedules.

Set Discount Lottery

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

- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1



Main page



My Page



A type  
B type B type

マイページトップ  
Design in progress

Session listing page



■ CEDEC Official Website access results  
Before–At the end of the event (June 1–August 31, 2025)  
Page views: 2,221,072  
Users: 200,875  
Average access time: 5 minutes 05 seconds

# [47] Live Streaming Page Banner Advertisement

Banner ads will be displayed on all pages of the live internet streaming of CEDEC 2026 session videos.

Live streaming will be available to those who have applied for a CEDEC2026 pass.

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

**Set Discount** **Lottery**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [Specifications]

- 1 banner ad (display size: w450 × h100 \*submission size: w900 × h200)
- Duration of display: Wednesday, July 22–Friday, July 24, 2026
- Random display (up to 10 banners)
- File format: JPG, PNG format
- \*Ad sizes and layout may be subject to change.

## [Rates (excluding tax)]

	Normal only
Member	250,000 yen/banner
General	290,000 yen/banner

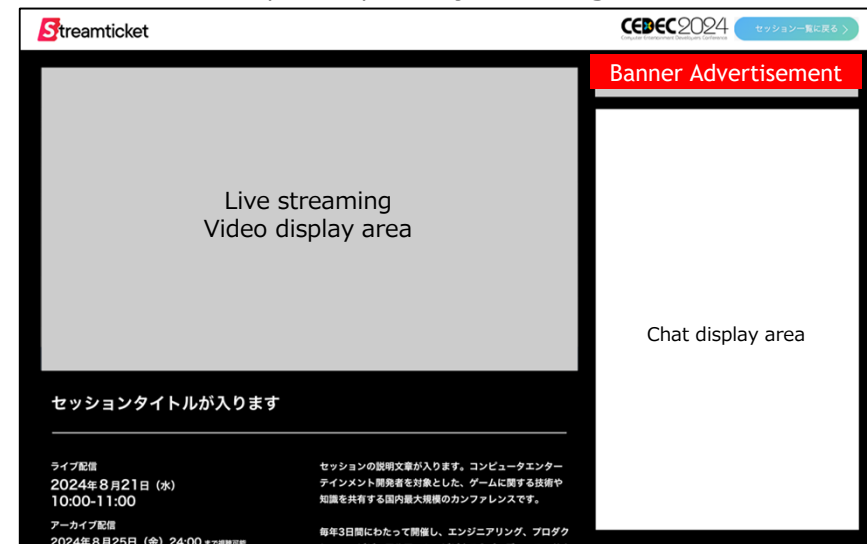
## [Set Discount]

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.

## [Application]

- Applications will be accepted for up to 10 banners. (Multiple applications acceptable)
- Please contact the Secretariat for information on submission methods and schedules.

~Depiction of the session video online streaming website~  
\*Ad sizes and layout may be subject to change.



<Live streaming results>

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

Total views: 56,120 \*Total number of unique views per session watched for at least 5 minutes

# [48] Time-shifted Streaming Page Banner Advertisement

Banner ads will be displayed on all pages of the time-shifted streaming website, which will provide online streaming of CEDEC2026 session videos for a limited time.

Online streaming of time-shifted streaming will be available to those who have applied for a CEDEC2026 pass.

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

## [Specifications]

- 1 banner ad (display size: w450 × h100 \*submission size: w900 × h200)
- Duration of display: Thursday, July 23–Monday, August 3, 2026 (tentative)
- Random display (up to 10 banners)
- File format: JPG, PNG format
- \*Ad sizes and layout may be subject to change.

## [Fees (excluding tax)]

	Normal only
Member	230,000 yen/banner
General	260,000 yen/banner

## [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.

## [Application]

- Applications will be accepted for up to 10 banners. (Multiple applications acceptable)
- Please contact the Secretariat for information on submission methods and schedules.

Set Discount

Lottery

If the number of applications exceeds the number of available spaces before March 31 (Tue.), a lottery will be held.

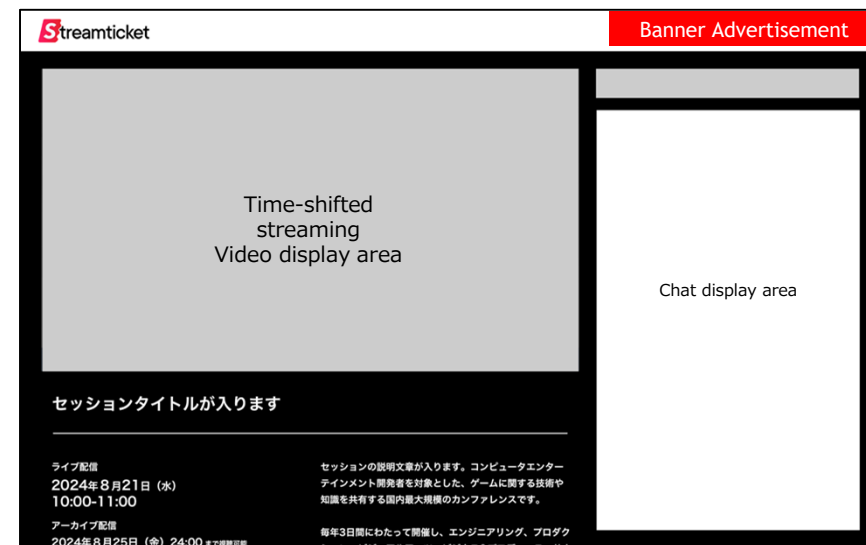
From April 1 onward, applications will be accepted on a first-come, first-served basis.

- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1



~Depiction of the session video online streaming website~

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



<Time-shifted streaming online streaming results>

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

Total views: 126,286\*Total number of unique views per session watched for at least 5 minutes

# [49-50] CEDiL Banner Advertisement

Banner ads will be displayed on all pages of the CEDEC Digital Library (CEDiL for short) website. watched for at least 5 minutes

\*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.

## [Specifications]

- Duration of display: Wednesday, April 1, 2026–Wednesday, March 31, 2027
- Random display (up to 5 banners)
- File format: GIF format
- \*Ad sizes and layout may be subject to change.

## [Rates & Size]

Advertisement Type	Size (pixels)	Number of slot	Rates (excluding tax)
A type	Display size w630 × h55 Submission size: w1260 × h110	Member rate	235,000 yen/banner
		General rate	270,000 yen/banner
B type	Display size w240 × h60 Submission size: w480 × h120	Member rate	85,000 yen/banner
		General rate	100,000 yen/banner

## [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.

## [Application]

- Applications will be accepted for up to 5 slots for both Type A and Type B. (Multiple applications are acceptable)
- Please contact the Secretariat for information on submission methods and schedules.

Set Discount

Lottery

If the number of applications exceeds the number of available spaces before March 31 (Tue.), a lottery will be held.

From April 1 onward, applications will be accepted on a first-come, first-served basis.

- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1



~Official website placement example~

A type  
1 location on top  
Displayed on all  
pages

B type  
Up to 2 side  
locations  
Displayed on all  
pages



<CEDiL official website access results>

Before–At the end of the event (July 25–December 31, 2025)

Page views: 277,595

Users: 42,292

Average access time: 1 minute 32 seconds

# [51] Sponsor Tags

The designated tag will be displayed on the page displaying session information on the official CEDEC2026 website.  
Attendees can be prompted to attend sessions with content related to your products.



Application deadline:  
Monday, June 1

## [Specifications]

- Publication media: CEDEC2026 official website
- Display locations: Session information, session list, session schedule
- Design: Company or product logo
- \*Tags will display an image of the specified size.

## [Rates (excluding tax)]

570,000 yen/banner

## [Application]

- Applications are only accepted from "tool and middleware manufacturers".
- As a general rule, the tag name and design must be the product name.
- If you wish to use a name other than the product name, please contact the Secretariat.
- \*Please note that requests for names or designs unrelated to the product may not be accommodated.

## [Special notes]

- 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.

~Official website placement example~  
\*Layout may be subject to change.



# [52-55] Developers' Night Sponsorship

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

## [Event Overview]

Date and time: Thursday, July 23, 2026,  
7:30 PM-9:30 PM (tentative)  
Capacity: 500 persons

## [Application]

- Priority Rights
  - Companies that applied in the previous year may exercise their priority application rights. The priority right is valid until March 31.

Priority

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

	Platinum	Gold	Silver	LOGO
Rates	<b>2,000,000</b> yen (excluding tax)	<b>1,000,000</b> yen (excluding tax)	<b>500,000</b> yen (excluding tax)	<b>100,000</b> yen (excluding tax)
Number of slot	Exclusive use by 1 company	Up to 2 companies	Up to 3 companies	No limit
Greeting time	O (Opening)	O		
Showing of promotional video during the party	O (60 seconds 3 versions)	O(30 seconds)		
Activity during the party	O			
Logo exposure	Official guide map	O		
	Official website	O	O	O
	Signage	O	O	O
	Slides during the party	O	O	O
If applying for a session at the same time	2 priority date and time selection rights	1 priority date and time selection right		
If applying for a booth exhibition at the same time	25% off when upgrading to 4 tables Priority booth location selection right	25% off when upgrading to 4 tables Priority booth location selection right		
Catalog distribution (catalog display area)	O	O	O	
Naming right	O			
Party tickets	10 tickets	5 tickets	3 tickets	

\*Please provide your own catalogs and demonstration videos.



~2023 set up~

# [56-59] Welcome Reception Sponsorship

A welcome reception will be held on the first day of CEDEC to welcome speaker-related parties.

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [Event Overview]

Date and time: Wednesday, July 22, 2026,  
7:15-9:15 p.m. (scheduled)  
Capacity: 200 to 250 people  
Participants: Speakers only

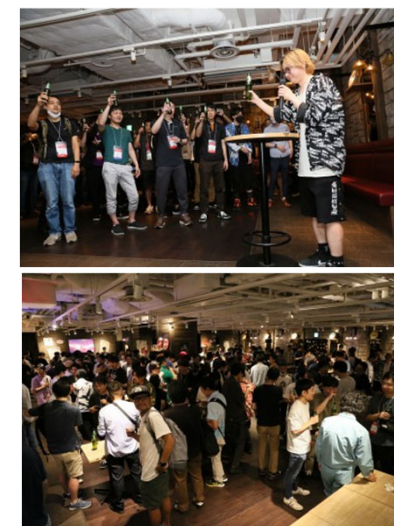
## [Application]

### ■ Priority Right

- Companies that applied in the previous year may exercise their priority application rights. The priority right is valid until March 31.

		Platinum	Gold	Silver	LOGO
Rates		<b>1,500,000</b> yen (excluding tax)	<b>1,000,000</b> yen (excluding tax)	<b>500,000</b> yen (excluding tax)	<b>100,000</b> yen (excluding tax)
Number of slot		Exclusive use by 1 company	Up to 2 companies	Up to 3 companies	No limit
Greeting time		0 (Opening)	0		
Showing of promotional video during the party		0 (60 seconds 3 versions)	0 (30 seconds)		
Logo exposure	Official guide map	0	0		
	Official website	0	0	0	0
	Signage	0	0	0	
	Slides during the party	0	0	0	0
If applying for a session at the same time		2 priority date and time selection rights	1 priority date and time selection right		
If applying for a booth exhibition at the same time		25% off when upgrading to 4 tables Priority booth location selection right	25% off when upgrading to 4 tables Priority booth location selection right		
Catalog distribution (catalog display area)		0	0	0	
Naming right		0			
Number of participants		6 persons	4 persons	2 persons	
Developers' Night purchase rights (Advance payment required)		3 tickets	2 tickets	1 ticket	

\*Please provide your own catalogs and demonstration videos.



~2023 set up~

# [60-61] CEDEC AWARDS Sponsorship

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.

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [Event Overview]

Date and time: Thursday, July 23, 2026, from 7:40 p.m. (scheduled)

## [Specifications and rates]

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.

## [Application]

### ■ Priority Right

- Companies that applied in the previous year may exercise their priority application rights. The priority right is valid until March 31.

		Platinum	Gold
Rates		1,000,000 yen (excluding tax)	500,000 yen (excluding tax)
Number of slot		Exclusive use by 1 company	Up to 3 companies
Logo exposure	Showing of promotional video during the Awards ceremony	0 (60 seconds)	0 (30 seconds)
	Official guide map	0	0
	Official website	0	0
	Logo display on streaming slides	0	0
	Signage	0	0
If applying for a session at the same time		2 priority date and time selection rights	1 priority date and time selection right
If applying for a booth exhibition at the same time		25% off when upgrading to 4 tables Priority booth location selection right	-
Developers' Night purchase rights (Advance payment required)		2 tickets	1 ticket

# [62-64] Lightning Talk Event Sponsorship

New sponsorship menu has been introduced for the lunchtime Lightning Talk sessions starting in 2025.

## [Specifications]

This is an event sponsorship opportunity for the Lightning Talk sessions. Naming rights and logo exposure are available.

## [What is included in the application]

- Naming rights
- Intermission advertisement
  - Video Advertisement (60 seconds × up to 2 versions) \*Before and after the session
  - Advertisement Between Sessions (Still Image, 1 minute × 1 version) \*Up to 4 times per track
  - \*As the image will be displayed during session intervals, the timing may vary depending on the speaker's situation.
- Logo exposure
  - Official guide map
  - Official website
  - Signage (in the venue)
- Priority right for slot selection when applying for the Lightning Talk Session sponsorship menu at the same time
- Distribution of flyers at the venue
- Right to purchase Developers' Night tickets (advance payment required)
  - 1Day: 1 ticket, 2Days: 2 tickets, 3Days: 3 tickets

## [Rates]

- 1Day 500,000 yen (excluding tax)
- 2Days 900,000 yen (excluding tax)
- 3Days 1,200,000 yen (excluding tax)
- \*The duration of the Lightning Talk sessions may change to 2 or 3 days depending on the number of public submissions (to be confirmed in late April).
- For the 1Day, the fee is JPY 500,000 (excluding tax),
- the 2-day plan is available at a 10% discount for JPY 900,000 (excluding tax),
- and the 3-day plan is available at a 20% discount for JPY 1,200,000 (excluding tax).

## [Application]

- In subsequent years, priority will be given to previous sponsors.

Lottery



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1



~2025 set up~  
\*In 2026, this is scheduled to take place on stage in a first-floor presentation room.



Example of 2026 venue location  
\*Two areas will be selected from Area 1, Area 2, and Area 3.

## Advertisement example

- Video Advertisement
- (5) Public submission slot
- Advertisement Between Sessions
- (5) Public submission slot
- Advertisement Between Sessions
- (3) Sponsor slots
- Advertisement Between Sessions
- (5) Public submission slot
- Advertisement Between Sessions
- (5) Public submission slot
- Video Advertisement

# [65-66] Networking Lounge Sponsorship

This is the sponsorship 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.

**Priority**

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



- Early application deadline: Tuesday, March 31
- Final application deadline: Monday, June 1

## [Specifications]

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

## [Rates]

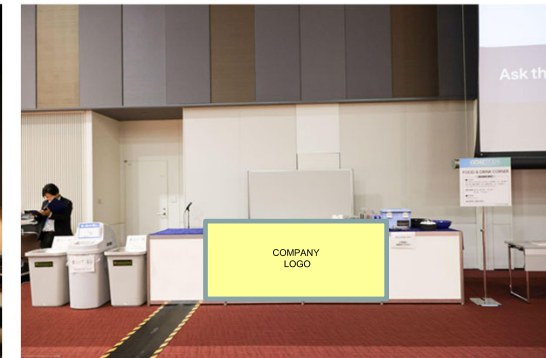
- 1Day 1,500,000 yen (excluding tax) \*Up to 3 companies
- 3Days 4,000,000 yen (excluding tax) \*Exclusive use by 1 company

## [Sponsorship Benefits]

- Showing of promotional video in food/beverage and resting area\*
- Logo exposure
  - Official guide map
  - Official website
  - Paper cups for serving drinks
- \*If you apply for the 3Days, your logo display area on the official guide map will be larger.
- Distribution of catalogs and flyers \*Please provide your own catalogs and demonstration videos.
- Right to purchase Developers' Night tickets(advance transfer required)



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



~Sample of past implementation~

## [About the application]

- Priority Right
  - Companies that applied in the previous year may exercise their priority application rights.
  - The priority right is valid until March 31.
- Important Points
  - The number of application slots is limited to one company per day. (Up to 3 companies in total)

## [Food and drink]


- Drinks and food will be catered by the venue's designated vendor.
- Due to a change in the catering company since CEDEC2025, the menu will be adjusted according to each sponsor's needs .
- Please note that pricing may vary depending on the selected menu items.
- \*Visitors must present a Regular, Daily, Expo, or Expo & Sponsor Pass to receive food and drink.

### <CEDEC2025 results

- Food type and quantity:
  - Rice balls – 600 servings (Day 1)
  - Sandwich boxes – 600 servings (Day 2)
  - Financiers and Madeleines – 60 servings each (Day 3)
- Drink type and quantity:
  - Tea and juice (apple, pineapple, grapefruit) – 800 cups per day

## [67] 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.

 - Early application deadline:  
Tuesday, March 31  
 Final application deadline:  
Monday, June 1

### [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.

### ■ 2025 Sponsors

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

## [68] 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.



For more information, please contact the Secretariat.

### [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]

If you have an idea for an original item, contact the CEDEC Sponsor Secretariat, who will arrange to meet with you. The Sponsor Secretariat will consider the content of your proposed original discussed at the meeting. The Sponsor Secretariat presents you with the content to be implemented and an estimate. 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.55)  
It may not be possible to implement some original menu items due to PACIFICO YOKOHAMA North's Venue Terms of Use.

## [69] Option: Session Room Booked Exclusively

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



For more information, please contact the Secretariat.

### [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.

### [Rates]

From 3,000,000 yen (excluding tax)

### [Other Information]

- At the Sponsor Session Date and Time Selection Meeting, the date and time will be determined with the highest priority.

~Example~



Session room

## [70] 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.



For more information, please contact the Secretariat.

### [Specifications]

Small conference room: Area: 76 m2 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.

### [Rates]

3 days: From 220,000 yen (excluding tax)

~Example~



Small conference room



# **CEDEC2026 Sponsor Program Application**

# Application

## 1. Application method

- Download the "Sponsor Program Application Form" from the official CEDEC2026 website (URL <https://cedec.cesa.or.jp/2026/sponsor/>), fill in the required information, and email it to the CEDEC Sponsor Secretariat (sponsor@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 13, 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 (Application date–May21)	30% of the fee
	Up to 1 month before the event (May 22–June 21)	50% of the fee
	From 1 month before the event (June 22 onwards)	100% of the fee

[First application deadline (Early application deadline): Tuesday, March 31 / Final Deadline: Monday, June 1]

\*Excluding some menu items.

# Application

## [Precautions when applying]

### ◆ Confirmation of Exhibition Booth Applications and Booth Location Selection

The exhibition booth location selection meeting is scheduled on Tuesday, April 21. Exhibit booths for which applications have been received by Tuesday, April 14 will be confirmed and selected in the following order:

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

(2) Priority order for applying companies:

Platinum Sponsors → Gold Sponsors → Silver Sponsors → PR Program Sponsors (excluding 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 multiple companies still remain after this, priority will be given to exhibitors from the previous year. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (2), 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 Tuesday March 31.

For companies applying after April 15, we will notify them in order after the exhibition booth locations are determined for companies that applied before April 14.

If the number of applications exceeds the available spaces, applications will be confirmed in accordance with the above rules. Please note that, in some cases, applications may be placed on a waiting list.

### ◆ Confirmation of Sponsor Session applications and presentation dates and times

The presentation date and time selection meeting is scheduled on Wednesday, May 13. Sponsored sessions for which applications have been received by Friday, April 24 will be confirmed, and preferred presentation dates and times will be selected in the following order.

(1) Companies applying for the Session Room Booked Exclusively menu.

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

(3) Priority order for applying companies:

Platinum Sponsors → Gold Sponsors → Silver Sponsors → PR Program Sponsors (excluding Platinum, Gold, and Silver Sponsors)

\*If multiple companies apply under Condition (1), priority will be given to companies that applied for the Session Room Booked Exclusively menu in the previous year. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (2), they will be selected in order of most points acquired through their sponsored session application. If multiple companies still remain after this, priority will be given to companies that were granted priority selection rights in the previous year for sponsorship menu. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (3), 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.

\*Presentation dates and times will first be determined with priority given to (1). Next, a sponsored session (60 minutes) will be scheduled in slot (2), followed by a sponsored short session (25 minutes). Finally, a sponsored session (60 minutes) will be scheduled in slot (3), followed by a sponsored short session (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 Tuesday March 31.

For companies applying after April 25, we will notify them in order after the date and time of the presentation for are determined that have applied before April 24.

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 CEDEC2026 pass.

(This year, the time-shifted streaming online is scheduled from July 23 to August 3 at 10:00 a.m. The period may be extended.)

**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.

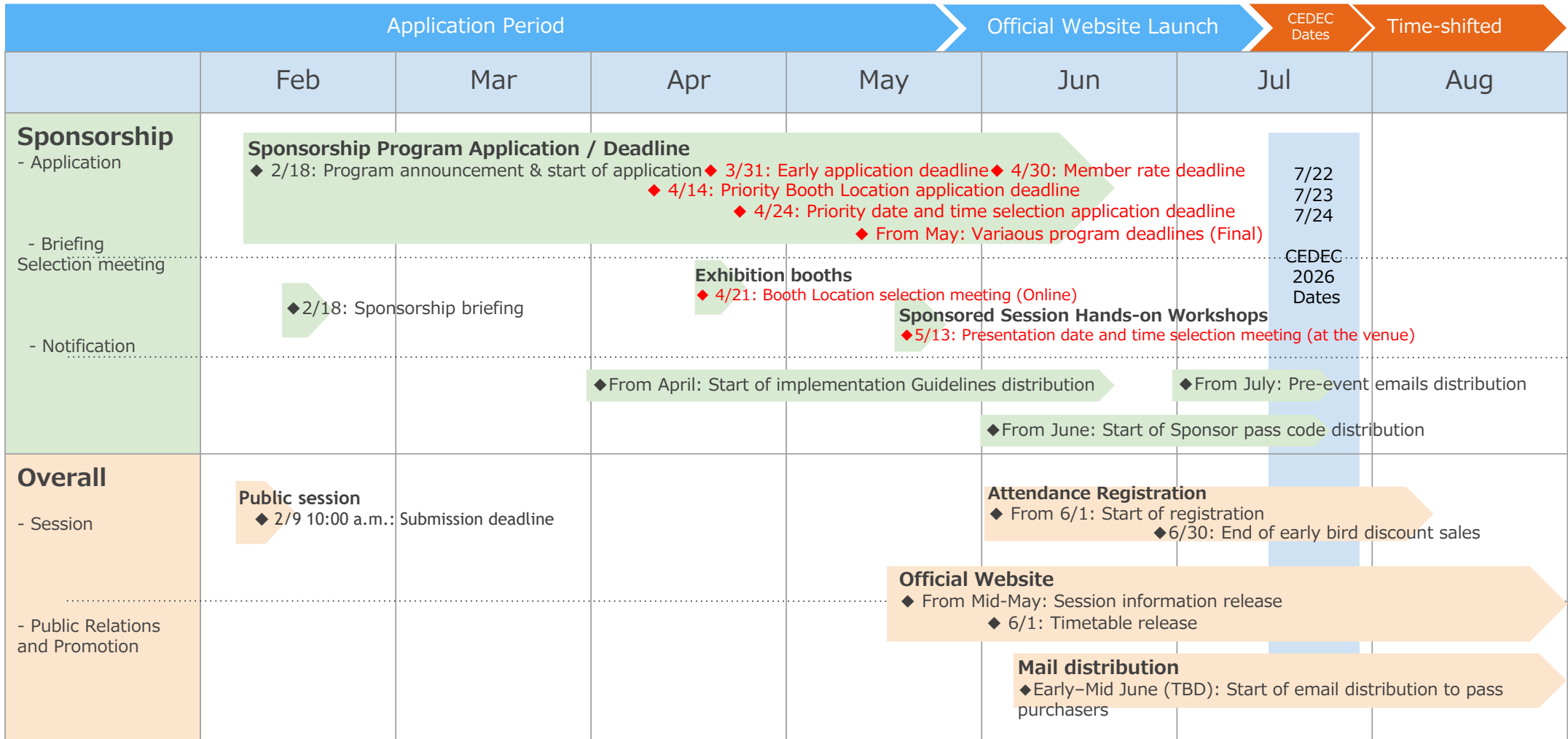
In that case, we will contact you as soon as possible, but please be aware that there may need to discuss subsequent actions with you.



# Additional Information



# CEDEC2026 Schedule of Sponsorship Schedule



# Important Points to Consider for Exhibits, Presentations, and Advertisements

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>

# CEDEC2026 Exhibitions/Sponsored Sessions/Advertising/Sponsorship Terms and Conditions



## ■ 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 Tuesday, April 14, by selecting the desired location in the following order.

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

(2) Priority order for applying companies:

Platinum Sponsors → Gold Sponsors → Silver Sponsors → PR Program Sponsors (excluding 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 multiple companies still remain after this, priority will be given to exhibitors from the previous year. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (2), 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 Tuesday March 31.

For exhibition booths applied for after April 15, we will notify them in order after the exhibition booth locations applied for before April 14 have been determined. If the number of applications exceeds the available spaces, applications will be confirmed in accordance with the above rules. Please note that, in some cases, applications may be placed on a waiting list.

Presentation dates and time selection for sessions will be determined in the following order for sponsored sessions for which applications are received by Friday, April 24, by the presentation date and time selection meeting.

(1) Companies applying for the Session Room Booked Exclusively menu.

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

(3) Priority order for applying companies:

Platinum Sponsors → Gold Sponsors → Silver Sponsors → PR Program Sponsors (excluding Platinum, Gold, and Silver Sponsors)

\*If multiple companies apply under Condition (1), priority will be given to companies that applied for the Session Room Booked Exclusively menu in the previous year. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (2), they will be selected in order of most points acquired through their sponsored session application. If multiple companies still remain after this, priority will be given to companies that were granted priority selection rights in the previous year for sponsorship menu. If multiple companies still remain, priority will be determined based on the total number of points accumulated.

\*If more than one company meets condition (3), 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.

\*Presentation dates and times will first be determined with priority given to (1). Next, a sponsored session (60 minutes) will be scheduled in slot (2), followed by a sponsored short session (25 minutes). Finally, a sponsored session (60 minutes) will be scheduled in slot (3), followed by a sponsored short session (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 Tuesday March 31.

For sponsored sessions applied for after April 25, we will notify them in order after the presentation dates and times of the sponsored sessions applied for before April 24 have been determined. Please note that depending on when you apply, you may not be able to select your preferred presentation date and time.

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

## ■ Formation of Contracts

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 21, 2026): 30% of the Corporate Partner fee

Up to 1 month before the event (May 22-June 21, 2026): 50% of Corporate Partner fee

From 1 month before the event (June 22, 2026 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

# CEDEC2026 Exhibitions/Sponsored Sessions/Advertising/Sponsorship Terms and Conditions



## ■ 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:

-----  
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.

Names of exhibitors and sponsors below  
-----

## 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)

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