

*Exhibitor's Guide- Tokyo Toy Show 2026*  
*For Foreign Exhibitors*



December 2025

## Message for the Tokyo Toy Show 2026

We wish to take this opportunity to thank you for your continued support of the activities of the Japan Toy Association.

We are pleased to enclose an “Exhibitor’s Guide” where you can find all of the details you will need for the TOKYO Toy Show 2026.

The TOKYO Toy Show continues to evolve. The TOKYO Toy Show 2025, held at the end of August this year, welcomed 72,621 visitors. Among these, Business Days attendees reached 16,111, an increase of approximately 21% compared to the previous event.

Media attention was also high, with 54 TV broadcasts, 244 newspaper articles, 4,929 web exposures, and an estimated advertising equivalent effect of ¥3,062,490,000.

The highlight of the Toy Show, the “Japan Toy Awards,” also performed well. To honor developers who are wholeheartedly dedicated to creating value in toys, we have enhanced the judging process. We will continue to pursue this policy for the “Japan Toy Awards 2026.”

We will also continue popular initiatives from previous years, such as the co-hosting with Shogakukan's “Corocoro Soul Festival” and character shows on the special atrium stage.

We will make every effort to ensure this event, now established as a summer vacation staple, proves fruitful for all involved: exhibiting companies, attending buyers, and end-users—the general consumers.

We sincerely request your consideration for exhibiting.

We look forward to receiving your reply for advanced booking of your space in the Tokyo Toy Show 2026.

Yours Sincerely,

**Masanobu Todokoro, Chairman  
The Japan Toy Association**

**Akihiro Sato, Chairman  
Committee of the Tokyo Toy Show,  
The Japan Toy Association**

## Exhibitor's Guide - Tokyo Toy Show 2026

<b>Exhibition Title:</b>	Tokyo Toy Show 2026	
<b>Organizer:</b>	The Japan Toy Association	
<b>Co-Organizer:</b>	Tokyo Metropolitan Government (to be confirmed)	
<b>Supported by:</b>	Ministry of Economy, Trade and Industry (to be confirmed)	
<b>Show Period:</b>	Thursday, August 27, to Sunday, August 30, 2026	
<b>Show Venue:</b>	Tokyo Big Sight 3-21-1 Ariake, Koto-ku, Tokyo 135-0063, Japan Phone 03-5530-1111 (+81-3-5530-1111)	
<b>Show Floor Footprint:</b>	West Exhibition Building, Tokyo Big Sight West 1 – 4 Hall	
<b>Show Hours:</b>	August 27, Thursday:	10:00 – 17:30 [Business discussions only]
	August 28, Friday:	09:30 - 17:00 [Business discussions only]
	August 29, Saturday:	09:00 - 17:00 [Open to the public]
	August 30, Sunday:	09:00 - 16:00 [Open to the public]
<b>Entrance:</b>	For Business Days, pre-registration is needed. (Free of charge) For Public Days, Admission fee (to be determined)	

### Limitations on Exhibited Products:

The exhibited products shall be in one of the following categories:

- (1) Products with exhibitors own brand and not displayed in other booths.
- (2) Products purchased from other suppliers or sold under consignment contract and not displayed in other booths.
- (3) Products that do not infringe on intellectual property rights belonging to third parties.

### Qualification of Exhibitor:

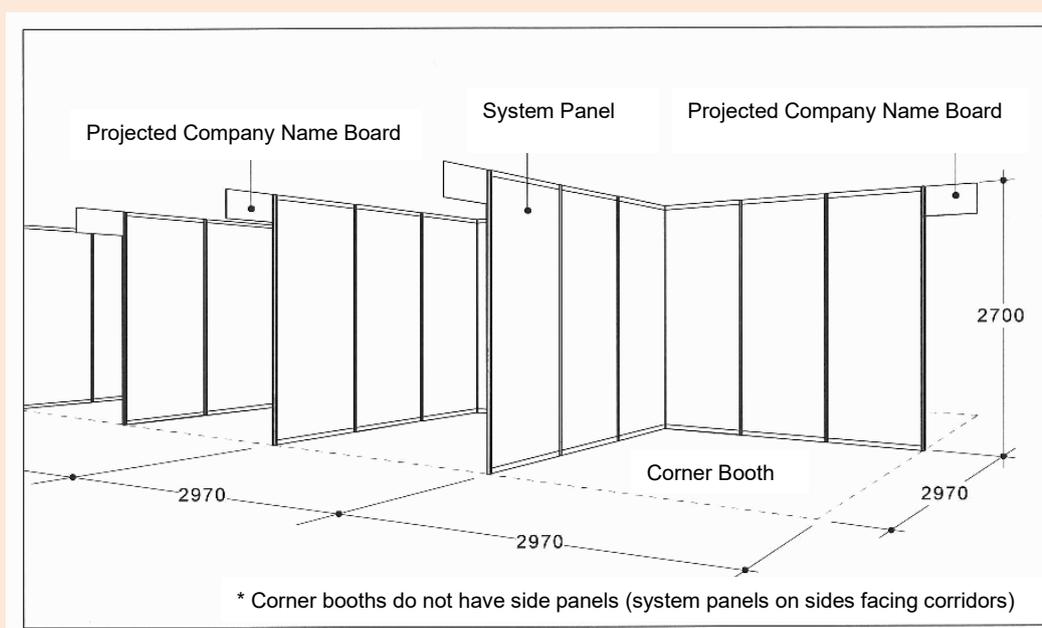
- (1) Member of the Japan Toy Association
- (2) Manufacturers, distributors or groups of them inside and outside Japan exhibiting products listed in “Exhibition Products” as above
- (3) Other parties approved by the Japan Toy Association to exhibit products

### Booth Size:

Width: approximately 2.97m, Depth: approximately 2.97m,  
Area: approximately 9m<sup>2</sup>

### Basic Facilities:

- (1) Side walls and rear walls of system panels not facing corridors
- (2) Projected Company Name Board (described in Japanese and English)



### **【The following items are not included in the Exhibition Fee:】**

- Flooring work such as punch carpets
- Electrical work
- Other booth decorations such as parapets, exhibition tables, display stands, etc.

For those items, each exhibitor must order individually from the contractor.

**Application Fee:** ¥ 38,500 (tax included) per exhibitor

**Exhibition Fee:** Business days only (Thursday, August 27 and Friday, August 28)

¥ 264,000 (tax included), per one exhibition stand, foreign exhibitors only  
(For entire 4 days, per one exhibition stand)  
¥ 341,000 (tax included)

\*Note: Consumption tax 10%

**Expenses included in Exhibition Fee:**

- (1) Booth rental within standard hours
- (2) Cost for placing the exhibitor's information on the brochure and website
- (3) Basic booth installation fee
- (4) Cost for installing public guidance lights and facilities
- (5) Ceiling lighting charge and air conditioning charge
- (6) Overall advertisement and publicity expenses
- (7) Overall planning and operation expenses
- (8) Overall security and safety management expenses
- (9) Expenses related to secretariat activities

**Expenses not included in Exhibition Fee:**

Expenses other than those listed in (1) to (9) will be for the account of the exhibitor, for example;

- Shipping cost of exhibits and promotional materials
- Floor engineering works such as setting a punched-hole carpet
- Cost of electrical construction
- Cost of equipment such as parapet or display shelf, which are not supplied as "Basic Facilities"

**Application Filing Period:**

Applications will be accepted before Friday, February 13, 2026  
(After the deadline, please contact the secretariat of the JTA directly.)

**Allocation of Booth Location:**

- 1) Locations of booths will be allocated by a method decided by the Japan Toy Association.
- 2) The Association will do its best to accommodate the wishes of those exhibitors who desire to have specific booths, but will not be able to guarantee it.

**Preferred Allocation of Corner position (Additional cost):**

Corner positions will be allocated preferentially to those who have requested it on the Application Form. The additional cost of ¥66,000 (tax included) will be charged on the invoice.

(This service is only for exhibitors who book 3 unit booths or less.)

In case their request should not be met as a result of overall floor plan, the paid ¥66,000 (tax included) shall be refunded.

\*Note: Consumption tax 10%

**Expenses of electric work and electricity use:**

The Japan Toy Association will undertake the primary engineering work to supply mains electricity to each booth.

Please implement on exhibitor's side the secondary engineering work for interconnection and decoration in the booth.

**①Expense for engineering work for mains electricity**

Exhibitors will be charged according to the following tariff.

It costs ¥12,650 (tax included) up to 1kw of applied electric power, then it is calculated by adding the amount of ¥6,325 (tax included) multiplied by every added 0.5 kw.

**②Rates for electricity usage**

The rates are calculated by multiplying ¥2,200 (tax included) by 1 kw based on electric energy during the show.

\*Note: Consumption tax 10%

**Approval from a local health department:**

Any sampling of food and drink at the venue may be required to get approval in advance from the local health department by a designated form.

**Application and Registration:****1) Application for exhibition**

Please fill in the attached application form completely without leaving unfilled columns and send it to the Secretariat of The Japan Toy Association before the application deadline.

Application by telephone, FAX or verbal application will not be accepted.

**2) Acceptance of exhibition and billing for exhibition fee**

The Japan Toy Association will send an acknowledgment of application registration and an invoice to exhibitors who meet the conditions contained in this guide.

**Payment of Exhibition Fee and Other Charges:**

The exhibitors will be requested to pay the exhibition fee and other charges in full based on the invoice issued by the Secretariat of The Japan Toy Association.

For foreign exhibitors, only bank transfer is admitted. Any other payment method such as credit card is not admitted. (Receipt will not be issued to the payment by bank transfer.)

### **Changes After Application:**

1) Procedures

Cancellation of application for exhibition and reduction in supplied floor footprint for the exhibitor's own reasons should be notified by mail or by FAX.

Such cancellation or reduction in floor footprint will become valid when received by the Secretariat of the Association.

2) Cancellation charge

A cancellation charge will be invoiced in case of a cancellation or reduction of floor footprint. The following rate will be applied;

**By February 13 (Fri.), 2026**

**Full amount of application fee and 50% of exhibition fee**

**After February 14 (Sat.), 2026**

**Full amount of application fee and exhibition fee**

3) Nonperformance of Procedures

In the event an exhibitor fails to comply with 1) and 2) above, the Association will cancel the exhibition contract and will not accept applications of the exhibitor for subsequent shows.

No fees and charges paid by the exhibitor will be refunded.

### **Inability to Exhibit:**

In case an exhibitor who has completed exhibition procedures fails to complete the decoration and display before the specified date and time, the Japan Toy Association will manage the booth instead.

The paid exhibition fee and other fees and charges will not be refunded.

The Japan Toy Association will not compensate for damage to the exhibitor caused through this cancellation or reduction in floor footprint.

### **Prohibition of Subleasing of Booth:**

Subleasing of all or part of an allocated booth to a third party by an exhibitor or exchanging allocated booths between exhibitors is prohibited regardless of whether subleasing or exchange is for a consideration or gratis.

### **Display of Foreign-Made Goods:**

When displaying foreign-made goods or using them for decoration purposes, please display them after clearing them through customs and converting them into domestic cargo on the exhibitor's side. (The show ground will not be bonded.)

### **Management of Booth and Storage of Exhibition Products:**

1) During the Show, the Japan Toy Association will post personnel to manage the show facilities in good order.

The exhibitors are responsible for managing their booths.

2) Exhibitors must station personnel at their booths at all times to attend to visitors. Exhibitors are fully responsible for ensuring the safety of visitors and for managing their exhibition products.

3) The Japan Toy Association is not responsible for theft or loss of exhibition products in the booths or for accidents caused by a force majeure beyond its control.

Exhibitors are recommended to insure their products against loss or damage.

**Limitations on Decorations Inside Booth:**

The following decorations in the booths are prohibited.

If prohibited decorations are found, the exhibitors will be asked to remove them.

- 1) Decorations that are detrimental to the dignity of the venue as a whole.
- 2) Displays that offend against public order and decency or that defame and slander other parties.
- 3) Decorations that do not conform to the height limitation specified in the exhibitor's guide and to other conditions set by the Japan Toy Association.
- 4) Decorations that do not conform to the restrictions imposed by the fair ground.
- 5) Decorations that do not conform to laws and regulations.

**Prohibition of selling merchandise:**

In principle, the sale of merchandise by overseas exhibitors in their own booths is prohibited.

If you wish to sell products imported for exhibition, you are required to declare customs duties and consumption taxes.

Selling products for exhibition without such declaration is a violation of the law.

**Violation of an Intellectual Property Right:**

When the Japan Toy Association receives complaints that exhibited products infringe someone else's intellectual property rights and, on examination, determines that the fact of infringement is highly probable, it is entitled to pull the suspected product or promotional item from the booth.

The above complaints shall be based on (1) patent, utility model, design right or trademark which are duly registered in the exhibitors' own name and remain effective in Japan, and (2) copyrights for which an author, the time of creation and constitution of intellectual creations of a work are evident.

The complainer shall provide relevant documentary evidence of intellectual property right such as a copy of valid certificate of registration, or utility model technical opinions issued by Japan Patent Office.

**Cancellation of Show:**

Should the Japan Toy Association be prevented from holding the Show due to a calamity, fire or other force majeure beyond its control, the Association will refund the exhibitors amounts that are remaining after deducting necessary expenses. The Japan Toy Association is not responsible for damage to the exhibitors caused by cancellation.

**Violation of Exhibition Regulation:**

- 1) Should an exhibitor violate the conditions set in this guide or new rules to be established in the future, the Association will forthwith ask the contravening exhibitor to comply. Any expense to the exhibitor as a result of this request shall be paid by the exhibitor.
- 2) In the event an exhibitor refuses to correct the situation, the Japan Toy Association will forthwith cancel the exhibition contract and will ask the exhibitor to remove the products and decorations belonging to the exhibitor from the show site. All expenses incurred as a result of this shall be paid solely by the exhibitor. The Association will not refund the exhibition fee and other fees and charges already paid by the exhibitor.

**Change in Exhibition Regulation:**

- 1) The conditions contained in this guide were decided at a board meeting of the Association held on November 26, 2025.
- 2) Any new situation not taken up in this guide shall be studied, discussed and decided on each occasion at a board of directors meeting of the Association.
- 3) The conditions contained in this guide are subject to changes in the future. The exhibitors will be notified by the Association each time a change is made.

**Language and Currency of Show:**

The official language in operating the Show will be Japanese and expenses will be settled in Japanese currency.

**Payment of Expenses:** Please pay the exhibition fee and other fees and charges in Japanese currency to the following bank account of the Association on or before the date specified by the Association.

**Every bank charges (either local or recipients) for transfer of fund shall be for the senders' (exhibitors') account.**

The Association will not issue receipts for transfers of fund to its bank account.

Ordinary Bank Account No. 0620447 of The Japan Toy Association  
at Oshiage Branch of The Bank of Tokyo-Mitsubishi, Ltd.

**Confirmation of Exhibition Conditions:**

The exhibition applicants are requested to read this guide carefully and observe the conditions for exhibition when applying for booth/s.

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**The Japan Toy Association**

4-22-4 Higashi-komagata Sumida, Tokyo 130-8611, Japan

Phone: 03-3829-2513 +81-3-3829-2513

FAX: 03-3829-2510 +81-3-3829-2510

URL: <https://www.toys.or.jp>

E-mail: [toyshow@toys.or.jp](mailto:toyshow@toys.or.jp)

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