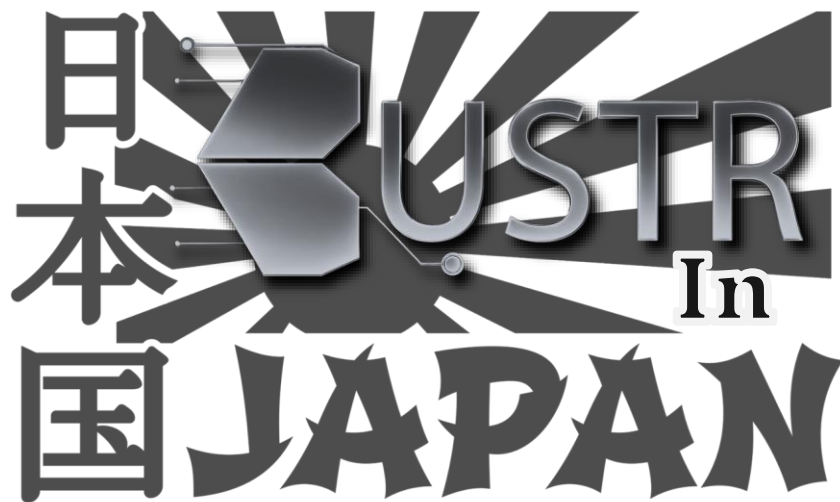




CAMPAIGN TERMS & CONDITIONS (Overview)

Overview of Governing Terms & Conditions for Stakeholder participation in ‘Bustr In Japan’ Campaign

General stakeholder obligations

Bustr’s exhibition at TGS is considered a ‘BustrMrkt Platform’ in which stakeholders who are participants may be also be considered vendors and governed under those relevant terms and procedures in addition to other terms, rules & guidelines in association with this specific TGS marketplace as well as the stakeholder’s participating role as presented in this herein ‘Overview’, in which these relevant documents should be noticed and reviewed by each stakeholder throughout the campaign. Stakeholders agree that their participation in the ‘Bustr in Japan’ campaign is governed by the campaign information provided, the participation outline confirmed by email after orientation, and the publicly available Bustr/BustrMrkt terms and conditions at the time of registration, and any noticed rules and guidelines thereafter within the contract period from registration to November 26th 2026.

Stakeholders are responsible for providing accurate information in registration forms, including company details, product descriptions, and logistics data, and must promptly inform Bustr of any changes that could affect participation (e.g., cancellations, shipping delays, changes in on-site attendance).

Stakeholders are responsible for any costs, taxes, duties, or fees associated with their own travel, accommodation, and independent business activities in Japan, unless expressly stated as included in the participation outline.

■Event conduct & Tokyo Game Show compliance

Stakeholders agree to comply with all Tokyo Game Show (TGS) rules and guidelines applicable to visitors, exhibitors, and business participants, including regulations on safety, venue behavior, photography, streaming, and prohibited items. These rules and guidelines may be delivered by Bustr at relevant periods when noticed by TGS.

Stakeholders understand that all-night activities around the venue, dangerous behavior in the halls, use of long objects or selfie sticks beyond permitted lengths, and running or obstructive conduct are prohibited under TGS rules, and may result in removal by TGS management.

Stakeholders must respect TGS restrictions related to content ratings, public decency, and zoning (for example, stricter rules concerning adult-rated content and graphic material), and agree not to exhibit or distribute any content that violates TGS regulations or Japanese law.

Stakeholders agree to follow booth-level rules set by Bustr and by TGS, including any limitations on filming, streaming, or distribution in and around the booth, and acknowledge that TGS management or Bustr may restrict activities that cause disruption to other visitors or exhibitors.

■Bustr/BustrMrkt terms & platform behavior

Stakeholders agree to comply with BustrMrkt and Bustr platform terms and procedures, including rules relating to the submission of assets, posting of content, messaging, and interaction with other stakeholders, creators, or businesses via Bustr’s channels.

Stakeholders warrant that they own or hold valid authorization for all products, creative works, trademarks, logos, and promotional materials submitted for use in the campaign, and that such materials do not infringe third-party rights or violate public order or morals.

Stakeholders consent to Bustr using their approved brand assets—including logos, titles, and selected visuals—within the scope described in the participation outline, for campaign promotion, event materials, reports, and reasonable case-study or recap documentation, unless otherwise limited in writing.

Stakeholders agree not to publish or distribute defamatory, discriminatory, or otherwise harmful content under the Bustr In Japan campaign name or in connection with Tokyo Game Show, and acknowledge that Bustr may withdraw or limit campaign participation if such behavior is observed.

■Products, logistics & distribution

Stakeholders are responsible for ensuring all shipped products and materials comply with applicable import, customs, and safety regulations for Japan; Bustr may assist with coordination but cannot be held liable for delays, seizures, or additional charges arising from incorrect declarations or non-compliant goods.

Stakeholders agree to provide clear, written instructions regarding product handling, distribution conditions (e.g., “press only,” “business meetings only”), and any restrictions; Bustr will make reasonable efforts to follow these instructions within the practical limits of the event environment.

Stakeholders acknowledge that physical distribution volumes, demo sessions, and attendee interactions are subject to real-world conditions at Tokyo Game Show (attendance levels, layout, crowd flow), and while Bustr will track and report performance, no guarantees are made regarding minimum exposure or specific outcomes.

■Data, reporting & contact access

Bustr will make reasonable efforts to collect and compile data on distributed products and campaign activity and will deliver performance reports and summaries within the indicative timeframe specified in the stakeholder materials (e.g., within 60 days after the venture).

Stakeholders acknowledge that data may be drawn from a mix of on-site tracking, staff observations, digital analytics, and reasonable estimates, and accept that such reports are intended as practical insights rather than audited metrics.

Access to Japanese business contacts provided through the campaign is for legitimate business outreach only; stakeholders agree not to misuse any contact information for spam, harassment, or activities that could damage Bustr’s relationships or violate privacy or communications laws.

■Payment, verification & cancellation

Stakeholders understand that participation is only secured after Bustr verifies proof of payment for the agreed fee, at which point acceptance of Bustr's terms, conditions, and stakeholder policies is affirmed under the disclosed campaign framework.

Once participation is secured, any cancellation or changes requested by the stakeholder may be subject to fees or loss of certain services, depending on timing (e.g., after shipping is arranged or passes are requested), which will be described in the participation outline and/or payment information.

In the event Bustr must materially alter participation due to factors outside its control (venue restrictions, regulatory changes, TGS decisions), Bustr will inform stakeholders promptly and make reasonable efforts to provide alternative exposure or value within the scope of the campaign.

■Safety, liability & disputes

Stakeholders are responsible for the conduct and safety of their own staff, representatives, and guests at Tokyo Game Show, and must ensure they follow all TGS and venue rules.

Bustr is not liable for personal injury, loss, or damage to stakeholder property arising from actions or omissions of TGS management, venue staff, attendees, or third parties, except where caused directly by Bustr's gross negligence or intentional misconduct.

Any disputes arising from the campaign participation will first be addressed through good-faith discussions between the stakeholder and Bustr. If unresolved, the matter will be handled according to the dispute resolution and governing law provisions set out in Bustr's general terms and conditions.

Cites

BustrMrkt Platform (General) Terms & Conditions & Procedures

<https://bustrmedia.com/bustrmrkt-terms-procedure>

Tokyo Game Show Exhibitor Guides

<https://events.nikkeibp.co.jp/tgs/2026/en/exhibitor/> (English)