

Bustr In Japan

Participant Rules & Regulations

1. Preparation for Event

Stakeholders who are verified as participants (following verification of payment), are required to submit listings of products or items for exhibition at Bustr's booth, requests for exhibitor badges, any needed additional or offered services and any relevant information on operations, before the deadline date: September 10th 2026.

By participating within the Bustr booth, you agree to this Bustr Booth Code of Conduct, the Bustr in Japan campaign terms, and the official Tokyo Game Show 2026 rules, as follows:

Bustr Booth Code of Conduct (Tokyo Game Show 2026)

- 1. Follow TGS rules**

All stakeholders must follow the official "Rules Governing TOKYO GAME SHOW 2026", the Exhibitors Manual, and any instructions from TGS Management Office and Bustr staff at all times.

- 2. Respect content standards**

No content that is illegal, infringing, excessively sexual, discriminatory, or offensive to public order and morals may be displayed, distributed, or streamed from the Bustr booth.

- 3. Use only approved titles, products and assets**

Only titles and materials pre-approved with Bustr (itemized in our product catalogue) may be shown or distributed. Any last-minute additions must be cleared with Bustr before use.

- 4. Stay within your allocated space**

Keep all displays, stands, devices, banners, and staff activity inside your assigned area within the Bustr booth. Do not block aisles, neighbouring exhibitors, or shared circulation paths.

- 5. No subleasing or hidden partners**

You may not hand over, lend, or resell your space, visibility, or time slots within the Bustr booth to other companies or individuals without prior written approval from Bustr.

- 6. Keep staging safe and reasonable**

Sound, lighting, and any performances must stay at reasonable levels and not

disturb adjacent booths. If Bustr or TGS asks you to lower volume, change content, or stop an activity, you must comply immediately.

7. Protect equipment and property

All hardware and materials subject to damage, risk or mismanagement during co-exhibition must be handled/supervised by a listed representative supplied by the participant. You are responsible for your own hardware and materials and for any damage you or your staff cause to Bustr equipment, rented fixtures, or venue property; damages may be charged back to you.

8. No recruitment-only activities

Exhibits or activities whose main purpose is job recruitment or placement are not allowed from the Bustr booth, in line with TGS prohibitions on recruitment-focused exhibits.

9. Use contact data responsibly

Any contact information gained through the executed contract and follow-ups (i.e. customer scans, business contacts etc.) must be used only for legitimate business outreach, not spam or harassment, and must follow Bustr's contact and privacy guidelines.

10. Listen to staff instructions

Bustr representatives and designated booth leads have the authority to enforce these rules. Their instructions, and those of TGS staff, must be followed promptly to keep everyone safe and compliant.

2. Approval Processes

- Submitted listings will receive a status email: Approved, or Denied.
- If denied, necessary revisions must be submitted before the specified deadline.
- If approved, the approved products or items will be itemized in a 'participant catalogue'

3. Exhibition Day(s)

- Participants are required to have their approved products or items available at the notified drop-off zone within the advised drop-off periods.
- Confirmation is required prior to exhibition day.
- If any of a participant's products, items or representatives become unavailable for exhibition day, they must:
 - Notify their agent and confirm a replacement, if necessary

4. Station Setup

- Bustr is responsible for curating slots for participants in alignment with their participation outline.
- Bustr personnel, an on-site concierge, will assist, in any logistical operation or set-up on the day of exhibition given that these are reasonable arrangements set out by the participation outline.
- All products displayed must match the approved product list.

5. Sales System

- Bustr may not be responsible for the handling of cash or sales on behalf of participants. Any distributed products without the presence of a representative of the participant may only be given to customers as free samples.

6. Payout & Profit Share

- At day's end, vendors submit tickets to the ticket booth.
- Bustr staff tallies total sales.
- Bustr's profit share is deducted before issuing vendor payouts.

7. Conduct & Presentation

- Vendors must remain professional and respectful to staff, guests, and fellow vendors.
- Booths must remain clean and presentable throughout the market.
- Music, scents, or lights that disturb neighboring vendors may be restricted.

8. Marketing & Promotion

- Registered vendors may be featured in Bustr's promotional content.
- Vendors are encouraged to share official promotional materials but may not produce independent ads using Bustr branding without approval.

9. Cancellations & No-Shows

- If a vendor must cancel, they must notify their agent as early as possible.
- Repeated no-shows may lead to exclusion from future markets.

10. Liability

- Bustr is not responsible for lost, stolen, or damaged items or products.
- Participant's representatives are responsible for their own equipment, merchandise, and personal safety.