

gamescom

21 - 25 August 2024 in Cologne

Opening Night Live: 20 August



FEEL THE VIBE!

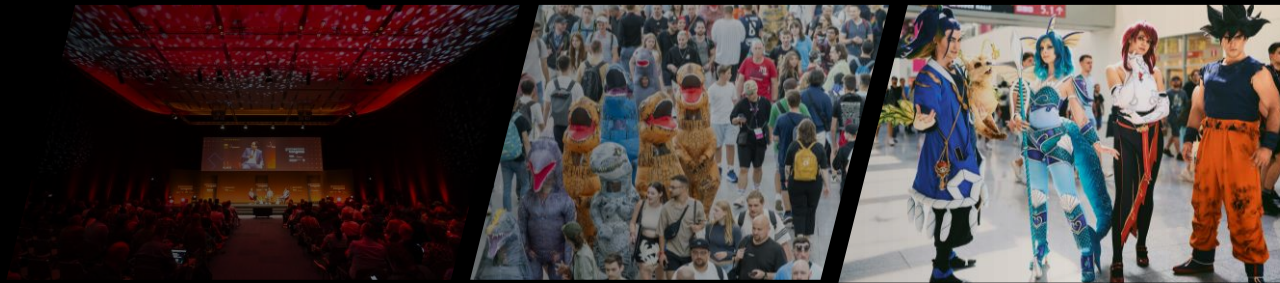


Enter the world of gamescom 2024

The stage is set for something extraordinary!

Welcome to gamescom 2024, where the world of gaming will come alive like never before. Together, we will embark on an exciting journey to celebrate the internationality of the gaming industry and reinforce our unique gaming identity.

Seize the opportunity to stand out from the competition and make your mark!



It's more than a feeling

Together we are setting new records. Building on our success, we are ready to seize new opportunities and make gaming history once again. Need proof? The numbers of gamescom 2023 speak for themselves.



320,000 visitors from 116 countries



More than 31,000 trade visitors



Over 5,600 media representatives and creators from 49 countries



1,227 exhibitors on 230,000+ sqm



338 million video views, of which 70.8+ million on gamescom-owned channels



10+ million hours watched on 9,500 video streams across 4,300 channels



6.55 million engagements on top 10k social posts



A unique mix for your business

Get ready to embrace unique opportunities to push your business to the next level! gamescom 2024 promises to be a platform for growth, exploration and development. Share your passion for games, boost your success and create lasting memories.

Monday 19.08	Tuesday 20.08	Wednesday 21.08	Thursday 22.08	Friday 23.08	Saturday 24.08	Sunday 25.08
		entertainment area				
	devcom Developer Conference	Open to trade visitors, media & wildcard owners*	Open to everyone			
		business area Open to trade visitors & media exclusively				
			gamescom congress			
	gamescom: Opening Night Live	event arena				
		Open to trade visitors, media & wildcard owners*	Open to everyone			
					city festival	

* Admission on Wednesday is very exclusive for selected target groups. This includes trade visitors, media representatives and creators as well as wildcard ticket holders. Wildcard tickets are only available in limited quantities and grant access on Wednesday afternoon only.

Products Prices Services

Curious to learn more? Check out the following pages.

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Book your area and get in the game

B2C

entertainment area

Area price per sqm entertainment area		Early Bird *	Regular *
Terrace stand	up to 150 sqm	164.00 €	179.00 €
	up to 500 sqm	144.50 €	159.50 €
Corner stand	up to 150 sqm	170.50 €	185.50 €
	up to 500 sqm	152.00 €	167.00 €
Two-corner stand	up to 150 sqm	177.00 €	192.00 €
	up to 500 sqm	157.50 €	172.50 €
	up to 1,000 sqm	138.50 €	153.50 €
	from 1,001 sqm	111.50 €	126.50 €
Island stand	up to 500 sqm	164.50 €	179.50 €
	up to 1,000 sqm	144.50 €	159.50 €
	from 1,001 sqm	117.00 €	132.00 €

B2B

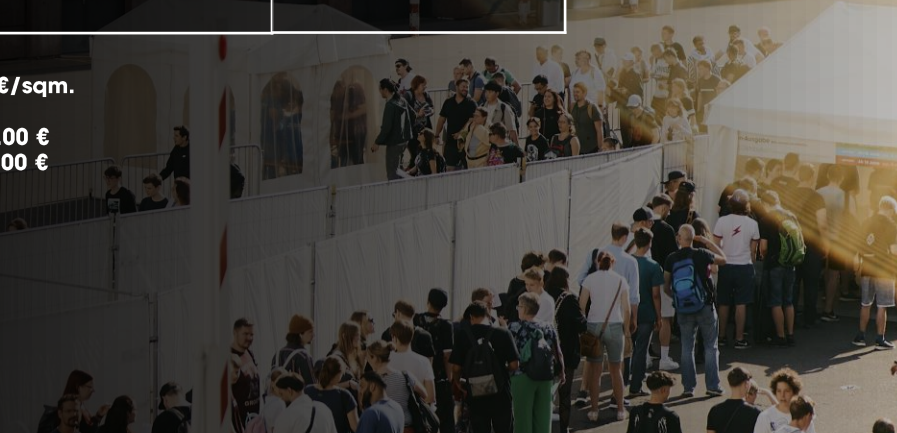
business area

Area price per sqm business area	Early Bird **	Regular **
With a stand in the entertainment area	108.00 €	123.00 €
Without a stand in the entertainment area	164.00 €	179.00 €

All prices plus energy costs of 16.00 €/sqm.

* Plus gamescom now package: 950.00 €

** Plus gamescom biz package: 320.00 €



Your bookable packages

B2C

gamescom now package

gamescom now premium

Limited availability: 25 packages

Benefits:

- Permission to use the gamescom brand
- Presence at official gamescom website gamescom now
- Great additional opportunities (EPIX participation, gamescom award, participation in gamescom studio and other cooperations according to availability)

Benefits:

- Extended visibility on official website gamescom now
- Logo carousel and multiple newsfeed integration
- Extended product pages on gamescom now
- Mentions in newsletter and press release
- Banner placements on official website
- Social media integration

Included for exhibitors for **950€**
Bookable for non-exhibitors for **5,000 €**

10,000 €
Free for exhibitors with more than 600 sqm.
Bookable for non-exhibitors for **15,000€**.
(Requirement: gamescom now package)

B2B

gamescom biz package

gamescom biz premium

Limited availability: 10 packages

Benefits:

- Company profile on gamescom biz
- Booth visitor lead retrieval (onsite and online)
- Team member profiles on gamescom biz
- Product/Service/Job Listing/Give Away (up to 10 uploads)
- Networking & meeting options before/during/after event

Benefits:

- Premium listing in exhibitor list
- Push notification on gamescom biz event to all users (+17k active users)
- Rotating banner ad on gamescom biz homepage (1.5k clicks)
- Social media shout out: "gamescom presents ..." on LinkedIn (+13k followers)
- Embedded logo in on site business area advertisings

Included for exhibitors for **320€**

8,500 €
Free for exhibitors with more than 600 sqm.

Think big! gamescom: Opening Night Live

More than
20 million
views on
ONL 2023

The stage is set, the lights are dimmed and the anticipation is at its peak. The atmosphere is electric as Geoff Keighley steps into the spotlight to announce new games, unveil gameplays and give a first look at the highlights of gamescom 2024. **This is when your brand appears on the giant screen, the crowd starts to cheer, captivating millions of fans in the live stream.**

Tuesday, August 20nd, 2024 from 8 – 10 pm CET

Qualified publishers and developers can participate in ONL in one of two ways*:

Editorials: Brand new game announcements and breaking game news to drive awareness/audience during the livestream. Without additional costs.

Sponsorships: Purchasing in-show time to promote games and initiatives that do not qualify for editorial placement, or games that are about to be released. These sponsorships can include commercials, pre-produced creatives or in-show developer interviews.

ONL Sponsorship

Format	30 sec	60 sec	90 sec	2 min
ONL Main Show	115,000 €	165,000 €	215,000 €	265,000 €

*To participate in gamescom: Opening Night Live, you must be a gamescom partner with an on-site booth with a minimum size of 100 sqm or alternative B2C activation.

 [FIND OUT MORE HERE](#)

Take your content to a global audience with **gamescom studio**

Located at the epicenter of gamescom, our official broadcast studio is where content and entertainment converge to create a compelling blend of experiences. With live streaming of never-before-seen game trailers, gameplay demos, exclusive developer interviews and much more in both English and German we transform gamescom into a global spectacle, reaching audiences around the world.

Be part of the action!

Here is your chance to:

- Present yourself and your products to the world
- Meet your fans and experience the community atmosphere
- Have your booth featured in one of the shows via our mobile teams

Integration opportunities:

You can be integrated into gamescom studio either through an editorial selection by our team or by booking your placement via various sponsorship offerings.

gamescom
studio

gamescom
studio

Become a group organizer and book your space in our indie area

Early Bird
until 29
February
2024

gamescom indie area is the place for fresh and unconventional games, developed by small, but extraordinary creative teams. Become a group organizer for a highly discounted price to set the stage for up-and-coming game developers to present their games to the gamescom community. Get in touch with us for more details.

Your benefits as a group organizer:

- Discounted stand space in the indie area (up to 30%)
- Individual group participants may have up to 9 sqm of stand space
- Sales promotion of your group booth on gamescom website

Our services include:

- Digital services, EPIX, participation in digital platform festival*
- Free use of the indie area business lounge
- Editorial consideration of your content into the gamescom: Awesome Indie show*

* Depending on availability

Area price per sqm	Early Bird	Regular
Up to 500 m ²	110.50 €	125.50 €
Up to 1000 m ²	97.00 €	112.00 €
From 1001 m ²	78.00 €	93.00 €
gamescom now package* per exhibitor	320.00 €	320.00 €

*There are alternative services in the packages for indie area exhibitors.

 [FIND OUT MORE HERE](#)

Step into the spotlight at our spectacular event arena

Imagine the thrill of hosting your own all-day event in front of thousands of people and creating an unforgettable experience for your community. Take over the stage with your own content and branding and benefit from established broadcasting systems, with TV and IT services and a state-of-the-art show production – all included in your booking.

The gamescom event arena is a white label stage that can be customized to your specific needs:

- eSports
- Media briefings
- Product shows
- Sponsoring events
- Influencer stage
- Music gigs
- ... and much more

We also offer additional services, including catering and the creation of video/GFX content etc. Just contact us!

gamescom event arena	Price per day
Wednesday, 21.08.	120,000 .00 €
Thursday, 22.08.	150,000.00 €
Friday, 23.08.	200,000.00 €
Saturday, 24.08.	260,000.00 €
Sunday, 25.08	200,000.00 €

 [FIND OUT MORE HERE](#)

Discover our range of sponsorship opportunities

Together, we'll make sure that your brand leaves a lasting impression.

Explore our tailored sponsorship opportunities to catapult your brand into the spotlight.

Limited sponsorship spots create *extra awareness* for your brand

- Benefit from *maximum efficiency* by minimal wastage
- *Maximize your relevance* within your target group
- Present yourself as our partner and gain *extra reach* via gamescom channels

SHOWFLOOR SPONSORSHIPS (ALSO FOR ONL QUALIFICATION):

- cosplay stage & contest
- Photo booths
- Surf event
- Skate event

... and much more

INDUSTRY PARTY SPONSORSHIPS (B2B PARTY)

- Platinum sponsorships
- Gold, Silver and Bronze sponsorships
- Individual sponsorships

ADDITIONAL SPONSORSHIPS OPPORTUNITIES

- Lanyards
- business area lounge
- Age ribbons
- gamescom congress



FIND OUT MORE HERE

gamescom
cosplay contest



McDonald's

Powered by Melive

Go beyond traditional branding

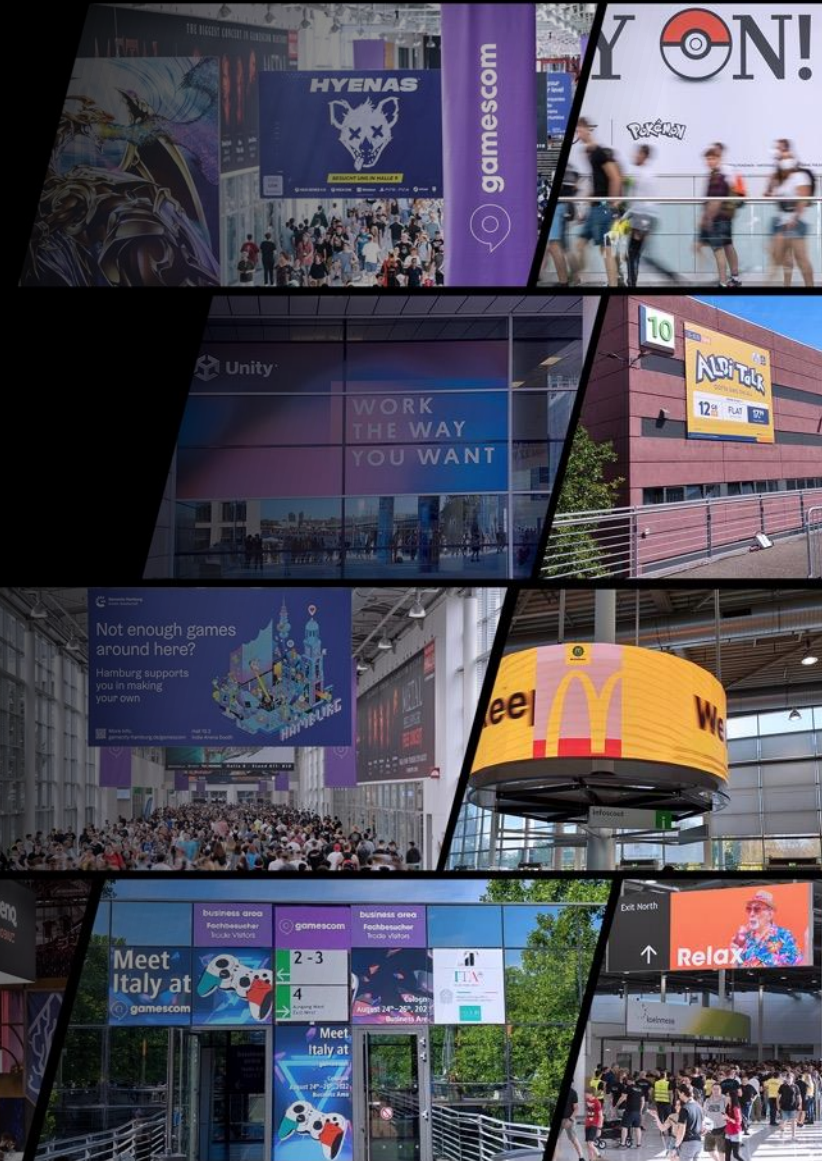
Your brand is more than just a booth - it's a voice that resonates throughout the entire event.

Discover our range of additional advertising opportunities. Whether you prefer the tangible impact of analog spaces or the dynamic reach of digital displays, we have it all for you.

And if you're looking for something truly customized, let's work together to develop a marketing campaign that will increase your visibility both at your booth and beyond.

- **Ad spaces:** megaprints, illuminated frames, banners and stickers
- **Digital ad spaces:** LED walls and LCD screens
- **Individual ad campaigns:** We would be happy to assist you in selecting the perfect advertising space for your needs

 [FIND OUT MORE HERE](#)



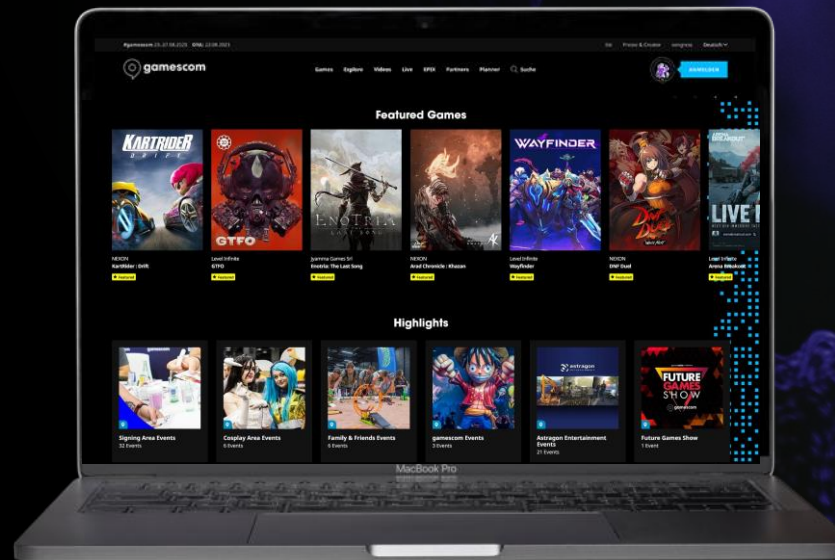
Boost your brand visibility to new heights on **gamescom now**

In August, the gamescom website transforms into **the content hub gamescom now**. It's the go-to place for gamers and fans worldwide to access the latest trailers, videos and exhibitor information, watch live streams, keep up to date with announcements and create a personalized gamescom schedule of their favorite events.

This is your opportunity to reach a global audience and increase your presence in the games industry – before, during and even after the event.

- **Over 9.3 million page impressions**
- **More than 144,000 registered users**
- **Use of the event planner by more than 177,000 people**

 **THIS IS GAMESCOM NOW**



Make your gamescom communication more **EPIX**

With gamescom EPIX you become part of the popular gamescom gamification campaign as a partner and **unlock a powerful upgrade for your reach.**

In this RPG, gamescom fans accompany the little robot EPI on his nerdy adventures through the gamescomVerse, solving quests and earning exclusive rewards.

As a partner, you can be part of gamescom EPIX both through rewards and quests **to boost your visibility via entertaining storytelling and gamification.**

In August 2023, **126,000 EPIX users** generated **2.5 million page views** and participated in and solved more than **400,000 quests.**

I AM EPI!

I take gamescom fans on quests where they can earn epic rewards.



 [THIS IS GAMESCOM EPIX](#)

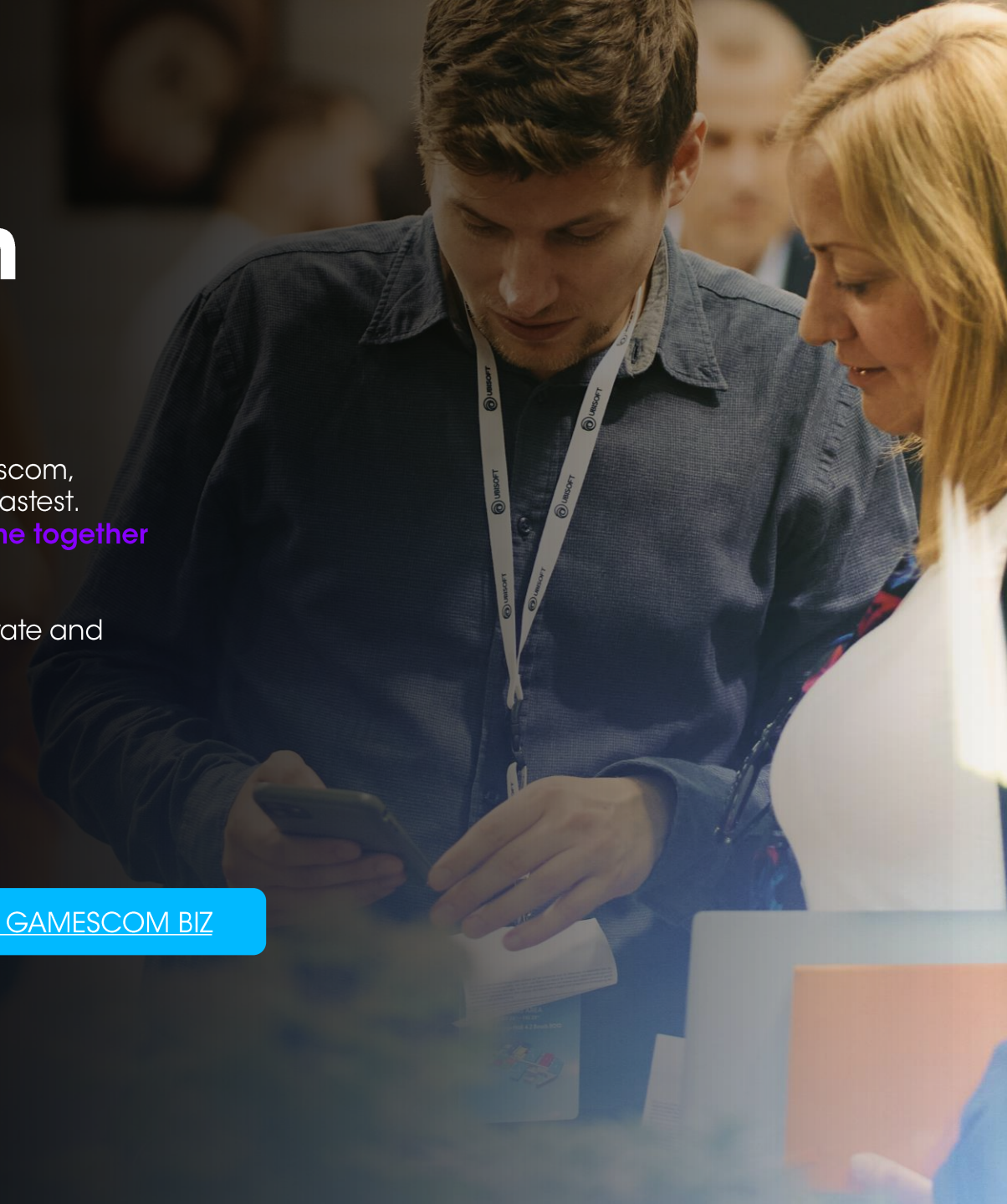
Connect and grow with gamescom biz

Welcome to the heart of the games industry! As the official B2B platform for gamescom, devcom and gamescom asia, gamescom biz is where the industry's pulse beats fastest. **It's the only place where all exhibitors, trade visitors and accredited media come together under one digital roof.**

gamescom biz offers a wide range of networking opportunities. Connect, collaborate and create with the best in the business - all in one dynamic, interactive space.

In 2023:

- **37,000** gaming professionals joined as attendees
- **96,000** messages were exchanged
- **3,000** meetings were scheduled
- **More than 5.500** badges were scanned on site

 THIS IS GAMESCOM BIZ

Enjoy more of our services for exhibitors

Your participation at gamescom 2024 should not only be wildly successful, but also stress-free. That's why we offer extra services for every aspect of your stay.

DIGITAL QUEUE MANAGEMENT

Don't keep the gamescom community waiting at your stand! Use our digital queue management system to manage large crowds without stress. Stay informed about the queue size, intake capacity and intake speed at all times.. For more information, [visit our website](#).

CATERING

[Here](#) you can find all the informations you need about catering at your stand.

HOTELSERVICE

Book your rooms directly online using our hotel booking system. [Click here](#) for more information.

STAND CONSTRUCTION

Koelnmesse offers customized exhibition stands tailored to your needs and budget. [Click here](#) for more information.

Partner with devcom, the game developer conference of gamescom

devcom Developer Conference is Europe's leading community-based event for gaming industry professionals and a hub to meet and do business ahead of gamescom.

Do you want to connect with the game developer community and present your services, technology or studio?

With a strong focus on high-quality speakers, a dedicated exhibition area and many networking opportunities, devcom is the right place to achieve your business goals and start your week ahead of the competition!



3,400+ conference attendees, **28%** growth rate



80% senior, lead & director level



850+ companies



250+ speakers
160+ sessions

18 – 20 August 2024

Conference Center East
Koelnmesse



GET MORE INFORMATION



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Join **gamescom asia**


gamescom asia is the platform for Asian game developers to explore partnerships and expand their global audiences. For international studios, gamescom asia is your stepping stone into the Southeast Asia region, reaching fans and talent within one of the fastest growing games markets in the world.

Be the first to get to know and do business with a diverse gaming network from the region. You need to be ahead of the game.

 **4,000** trade visitors (B2B)

 **150+** exhibitors

 **27,000+** public visitors (B2C)

 **900+** trade conference attendees

 [DOWNLOAD APPLICATION FORM](#)

17 - 20 October 2024

Suntec Singapore Convention and Exhibition Centre, Singapore



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Your next level begins at **gamescom 2024**

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**Be the hero of your unique business story – join
gamescom 2024!**