gamescom asia

Conference	14 – 15 October 2021
Exhibition | Trade	15 – 17 October 2021
Exhibition | Public	16 – 17 October 2021

Suntec Convention & Exhibition Centre, Singapore

JOIN OUR DIGITAL EVENTS:

October 2020 - June 2021

www.gamescom.asia

EXHIBITION & SPONSORSHIP PROSPECTUS

Held In

SG
singapore
Passion Made Possible

Brand Owner

game
The German Games Industry Association

Organised By

koelnmesse

GAME ON!

gamescom asia is the first satellite event of the world's largest computer and video games festival, gamescom. As the premier platform for Asian game developers to explore partnerships globally, gamescom asia will act as a hub for international and regional publishers who are looking for the next big thing in games.

The first edition of gamescom asia is expected to attract over...

27,000
public visitors

3,000
trade attendees

800
conference delegates

100
media and influencers

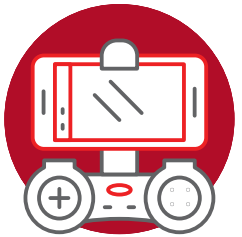
The Entire Gaming Ecosystem In One Place

Platforms

Publishers

Esports

Developers


Games, games, games!

Xtended Reality

Service Providers

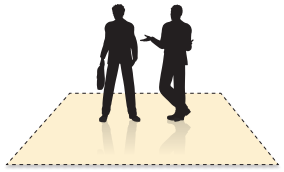
Hardware

Media, Associations & Public Institutions

EXHIBIT RATES

Exhibit

Take your first step into this exciting market



Space Only

Standard Shell Scheme

Premium Shell Scheme

Indie Booth

The stand designs provided herewith are for illustrative purposes and may be subject to change at the Organiser's discretion

	EARLY BIRD RATE (Until 31 Jan 2021)	STANDARD RATE
Space Only (min. 18m²)*	SGD 450.00 / m²	SGD 500.00 / m²
Space Only (min. 54m²)*	SGD 420.00 / m²	SGD 460.00 / m²
Space Only (min. 90m²)*	SGD 380.00 / m²	SGD 420.00 / m²
Standard Shell Scheme (min. 9m²)	SGD 520.00 / m²	SGD 570.00 / m²
Premium Shell Scheme (min. 18m²)	SGD 570.00 / m²	SGD 620.00 / m²
Meeting Room*	SGD 2,000.00 / 9m²	SGD 2,000.00 / 9m²
Indie Booth**	SGD 1,750 per space	SGD 1,750 per space

***Space only exhibitors can book meeting rooms in the business area at a cost of SGD 2,000 per 9m²**
****Only available to indie developers. Subject to organiser's approval.**

- unless otherwise stated, prices are in Singapore Dollars (SGD) and per square metre.
- 7% GST (Goods and Services Tax) applicable to Singapore registered entities

Marketing Packages

COMPLIMENTARY
Basic Entitlements

- Listing of Company Name, Address and Contact Details on Online Exhibitor List
- Exhibitor Badges: 9 to 12m² (3 badges) thereafter for every additional 3m² or part thereof (1 badge). Add on badges at SGD 30 each.

Enhanced Marketing Package

SGD 600	SGD 700

- Listing of Company Logo on Online Exhibitor List
- Listing of Company Logo in Onsite Floorplan
- Additional 3 x Exhibitor Badges

Premium Marketing Package

SGD 2,500	SGD 2,700

- For Trade: Digital Advert in Visitor Guide
  For Entertainment: 1 x Sponsored Post on official social media platforms (Facebook, Twitter, Instagram)
- Listing of Company Logo on Online Exhibitor List
- Listing of Company Logo in Onsite Floorplan
- Additional 5 x Exhibitor Badges

EXHIBITION SPONSORSHIP

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Total Investment / Spend	**SGD 80,000**	**SGD 65,000**	**SGD 45,000**
Exhibit Space	108m² Space Only Or 72m² Premium Shell Scheme *Option to split the booth selection between Trade & Entertainment Zones. Subject to availability.	90m² Space Only Or 63m² Premium Shell Scheme *Option to split the booth selection between Trade & Entertainment Zones. Subject to availability.	72m² Space Only Or 54m² Premium Shell Scheme *Option to split the booth selection between Trade & Entertainment Zones. Subject to availability.
Sponsor Logo Recognition on Website, Enewsletter & Digital Events	✓	✓	✓
Onsite Sponsor Logo Recognition **Details to be advised*	✓	✓	✓
Premium Marketing Package	✓	✓	✓
Exhibitor Badges	Up to 41 Exhibitor Badges *Depends on Exhibit Space selection.	Up to 35 Exhibitor Badges *Depends on Exhibit Space selection.	Up to 29 Exhibitor Badges *Depends on Exhibit Space selection.
Conference Tickets	5 Tickets	3 Tickets	1 Ticket
Discount on Online Registration for Trade & Entertainment Zone Tickets	15% Exclusive Online Registration Code	15% Exclusive Online Registration Code	10% Exclusive Online Registration Code
Coverage in Enewsletter	Featured Coverage with Logo/Product image & 200-word write-up with web link, on 2 issues	Featured Coverage with Logo/Product image & 200-word write-up with web link, on 1 issue	1 banner ad feature (320w x 168h pixels) with web link, on 1 issue
Bag Inserts (Merchandise Giveaway or Flyers in either Trade or Entertainment Bags)	✓	✓	✓
Additional Choices	Choice of one (1) Trade or Entertainment Zone Sponsorship and two (2) Advertising options found in the next section.	Choice of one (1) Trade or Entertainment Zone Sponsorship and one (1) Advertising option found in the next section.	Choice of one (1) Trade or Entertainment Zone Sponsorship option found in the next section.

Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

EXHIBITION SPONSORSHIP

Trade Zone Sponsorship Options

Select preferred option, as part of the Tiered Sponsorship (Platinum, Gold, Silver), or purchase them separately.

LANYARD (EXCLUSIVE): SGD 25,000

Have your logo prominently displayed on the lanyards worn by all Trade segment attendees, alongside the gamescom asia logo. Production to be done by gamescom asia team.

**Not available to Silver Sponsor Package.*

ATTENDEE NETWORKING LOUNGE (EXCLUSIVE): SGD 25,000

This seated lounge will be used by delegates who have arranged meetings with others using our official gamescom asia Business Matching application.

**Not available to Silver Sponsor Package.*

ATTENDEE BADGE (EXCLUSIVE): SGD 10,000

Back of Badge advertising. Badges will be carried throughout the event by all Trade attendees; it offers prime back advertising spot and serves as a reminder of your presence at the event. Production to be done by gamescom asia team.

ATTENDEE BAG (EXCLUSIVE): SGD 10,000 (Limited to 3,000 Bags)

Have our attendees advertise for you as they walk around the venue carrying bags printed with your brand and key message on one-side of the bag. Production to be done by gamescom asia team. This advertising avenue goes beyond the event days.

EXHIBITOR TALK

- **Half day room reservation: SGD 10,000**
- **Full day room reservation: SGD 18,000**

Available during conference days 14 – 15 October 2021 on a first-come, first-served basis with no limitation on commercial content. This is separate from the meeting rooms that Space Only exhibitors can book within the Trade Zone. This room is located within the venue. Room includes standard AV (microphone, projector and screen), in theatre style for approximately 100 persons.

NETWORKING MOBILE APP

- **APP Sponsor (EXCLUSIVE): SGD 10,000**

As a main sponsor of the official networking mobile app, you will have maximum branding opportunities, including acknowledgements and banner features within the app.

Entertainment Zone Sponsorship Options

ATTENDEE WRISTBAND (EXCLUSIVE): SGD 35,000

Have your brand on the attendee wristbands - the access tickets into gamescom asia. Production to be done by gamescom asia team.

**Not available to Silver Sponsor Package.*

F&B ZONE (EXCLUSIVE): SGD 25,000

The F&B Zone allows for visitors and delegates to refuel and recharge throughout gamescom asia.

**Not available to Silver Sponsor Package.*

VISITOR SWAG BAG (EXCLUSIVE): SGD 15,000 (Limited to 5,000 Bags)

Have consumers advertise for you carrying bags printed with your brand on one-side of the bag. Production to be done by gamescom asia team. This advertising avenue goes beyond the event days.

Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

EXHIBITION SPONSORSHIP

Add-On Advertising Options

Select preferred option, as part of the Tiered Sponsorship (Platinum, Gold, Silver), or purchase them separately.

IN-HALL CEILING BANNER:
SGD 5,000

Looking for maximum visibility on your booth within the exhibition show floor? In-hall ceiling advertising allows you to hang your banner from the ceiling just above your booth.

Artwork, print and rigging costs are not included within. Banner specifications are dependent on your confirmed booth size and subject to the organiser's advise on feasibility.

LOGO FEATURE ON VOLUNTEER UNIFORMS:
FROM SGD 5,000

Exclusive to 4 sponsoring companies:

- **Sleeve: SGD 5,000 per sleeve**
- **Front Chest: SGD 8,000**
- **Back of Uniform: SGD 8,000**

Have your brand logo featured on the volunteer uniforms, a roving advertisement with maximum exposure.

WEBSITE LEADERBOARD BANNER AD:
SGD 3,000

BAG INSERTS:
SGD 2,000

Take-home advertising for extended brand visibility. Have your flyers (up to A4 size) or merchandise inserted into either the attendee bags (B2B sector) or the visitor swag bag (B2C sector).

ENEWSLETTER WRITE-UP FEATURE:
SGD 2,500

This is a one-time sponsored feature.

DIGITAL ADVERT IN TRADE VISITOR GUIDE:
SGD 1,500

CHARGING STATION AD:
SGD 3,500

Charging station points around the exhibition hall allow attendees to rest and recharge their electronic devices.

STANDING BANNER PLACEMENT:
SGD 3,000

Standing banner (provided by sponsoring company), strategically placed in high-traffic areas around the event venue. A perfect avenue to showcase your latest product or session schedules to attendees.

ENEWSLETTER BANNER FEATURE:
SGD 2,000

This is a one-time sponsored feature.

SPONSORED SOCIAL MEDIA POST:
SGD 1,000 per set of posts

Boost your impressions and engagement via our major social channels. (LinkedIn, Facebook, Twitter, Instagram)

Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

Branding Opportunities

OFFICIAL RECEPTION TITLE SPONSOR (EXCLUSIVE):
SGD 40,000

Trade networking reception for exhibitors and conference attendees.

MEDIA LOUNGE (EXCLUSIVE):
SGD 25,000

This seated lounge will be used by international and local press, as well as influencers.

VENUE ADVERTISING:
(Click for venue advertising deck)

Enhance your presence and booth/session visibility through various on-site advertising, such as LED Screens, Lift Decals, Concourse Facade Banners and more.

EVENT SPONSORSHIP

ARE YOU LOOKING FOR A COMMERCIAL PARTNERSHIP THAT WILL ALLOW YOU TO BE CONNECTED TO THE GAMING INDUSTRY?

Associate your brand with the inaugural Asian edition of the largest video games event in the World, alongside some of the most popular international and regional games studios, publishers, esports teams, and over 30,000 gaming enthusiasts from all walks of life.

TITLE SPONSOR (EXCLUSIVE):

SGD 200,000

TITLE Sponsorship provides all round recognition coverage across all areas of gamescom asia, including the Esports Arena.

Applicable to non-gaming entities.

Basic entitlements include:

- Raw space of 90m² for brand activation
- Sponsor logo branding on website, enewsletter & digital events
- Sponsor logo branding on event app
- Sponsor logo branding onsite (Details to be advised)
- Sponsor logo branding in the gamescom asia Esports Arena
- Shout-outs on gamescom asia social feed
- Brand visibility around the event (Your choice of venue advertising space with value up to SGD 30,000. Click for advertising deck)
- Onsite distribution of sponsor products or flyers
- Visitor Swag Bag inserts of sponsor-related promotion material (5,000 bags)
- 10 Complimentary VIP Tickets

**Sponsorship packages can be customised to best meet your company's interests.*
Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

EVENT SPONSORSHIP

BRAND SPONSOR:

SGD 60,000

Take your brand to the next level as a sponsor within gamescom asia – the Heart of Gaming. Drive your creativity and custom activation, regardless of industry, and be noticed on the show floor in front of thousands of gamers and stakeholders. Open to gaming and non-gaming entities.

Brand sponsors enjoy 50% off exhibit rates to secure booth space.

Basic entitlements include:

- Placement / Distribution of brand's products at applicable areas of the event for brand visibility
- Sponsor logo branding website, enewsletter & digital events
- Sponsor logo branding on event app
- Sponsor logo branding onsite (Details to be advised)
- Sponsor logo branding in the gamescom asia Esports Arena
- Shout-outs on gamescom asia social feed
- Placement of standing banners around the event for brand visibility
- Onsite distribution of sponsor products or flyers
- Visitor Swag Bag inserts of sponsor-related promotion material (5,000 bags)

**Sponsorship packages can be customised to best meet your company's interests.*
Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

CONFERENCE SPONSORSHIP

	PLATINUM SPONSOR (EXCLUSIVE TO 2 COMPANIES ONLY)	GOLD SPONSOR	SILVER SPONSOR
Total Investment / Spend	SGD 70,000	SGD 40,000	SGD 20,000
Sponsor Logo Recognition on Website, Enewsletter & Digital Events	✓	✓	✓
Onsite Sponsor Logo Recognition	✓	✓	✓
Keynote Speaking Slot **Topic & speaker subject to organising committee's approval*	✓		
Conference Speaking Slot (Limited) **Topic & speaker subject to organising committee's approval*		✓	✓
Private Sponsored Lunch with 20 Selected VIPs	✓		
Branding at VIP Welcome Party Open to Speakers, Sponsors and Selected VIPs	✓	✓	
VIP Welcome Party Tickets	5 Tickets (Speaker included)	4 Tickets (Speaker included)	1 Ticket
Bag Inserts (Merchandise Giveaway or Flyers)	✓	✓	✓
Conference Tickets	15 Tickets	10 Tickets	5 Tickets
Discount on Online Registration for Conference Tickets	15% Exclusive Online Registration Code	15% Exclusive Online Registration Code	10% Exclusive Online Registration Code

Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

CONFERENCE SPONSORSHIP

Standalone Options

CONFERENCE F&B SPONSOR:
SGD 30,000

KEYNOTE SPONSOR:
(EXCLUSIVE TO 2 COMPANIES)
SGD 30,000

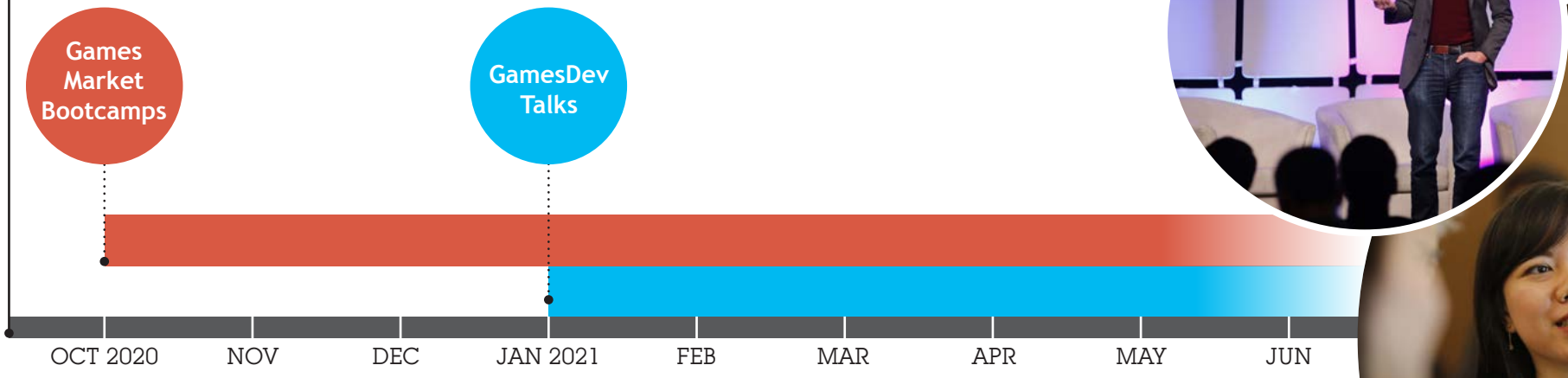
SPEAKING SLOT:
SGD 20,000

SPEAKING SLOT @ VIP WELCOME EVENT
(EXCLUSIVE)
SGD 20,000

Note: 7% GST (Goods and Services Tax) applicable to Singapore registered entities

Digital Event Options

BRANDED WEBINAR ACTIVATION
SGD 25,000



DON'T SEE WHAT YOU ARE LOOKING FOR?

Contact us to develop a custom marketing program that is right for you. **SECURE YOUR SPONSORSHIP TODAY!**
Email sales@gamescom.asia