



20 - 23 October 2022  
Suntec Singapore | Online

# EXHIBITION BROCHURE

Held In



Powered By



Brand Owner



Organised By



Asia's premier trade fair and event  
highlight for the computer and  
videogames industry

# KEY FEATURES

Trade &  
Public Expo



New Game  
Demos



Trade  
Conference



Online  
Shows



# GAME ON!

gamescom asia is the only satellite event of the world's largest computer and video games festival, gamescom.

gamescom asia 2022 is expected to attract over 100 exhibitors and 10,000\* visitors from Asia Pacific and beyond.

As the premier platform for Southeast Asian game developers to explore partnerships globally, gamescom asia is a hub for international publishers who are looking for the next big thing in games. Expect new game releases and gaming related offerings.

*\*On-site visitor numbers will increase according to Singapore government regulations.*

# AGENDA AT-A-GLANCE

**20 OCTOBER**  
(Thursday)

**21 OCTOBER**  
(Friday)

**22 OCTOBER**  
(Saturday)

**23 OCTOBER**  
(Sunday)

TRADE CONFERENCE

EXHIBITION

VISITORS - TRADE, PRESS & CREATORS

VISITORS - SUPER FANS

ONLINE SHOWS

# TARGET MARKETS FOR VISITORS

The Entire Gaming Ecosystem In One Place



Publishers



Developers



Service Providers



Hardware



Platforms



Metaverse



Games, Games, Games!



Media, Associations & Public Institutions

**+7,000\***

Super Fans

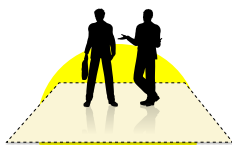


And more from around the globe!

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# PARTICIPATION OPTIONS



**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

Space Only (min. 18m<sup>2</sup>)\*

Space Only (min. 54m<sup>2</sup>)\*

Space Only (min. 90m<sup>2</sup>)\*

Standard Shell Scheme (min. 9m<sup>2</sup>)

Premium Shell Scheme (min. 18m<sup>2</sup>)

Meeting Room\*

Indie Booth\*\*

For two-storey exhibition stands, the upper storey price is calculated at 50% of the Space Only price per m<sup>2</sup> of floor area.

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

<b>EARLY BIRD RATE</b> (Until 13 May 2022)	<b>STANDARD RATE</b> (From 14 May 2022)
SGD 450 / m <sup>2</sup>	SGD 500 / m <sup>2</sup>
SGD 420 / m <sup>2</sup>	SGD 460 / m <sup>2</sup>
SGD 380 / m <sup>2</sup>	SGD 420 / m <sup>2</sup>
SGD 520 / m <sup>2</sup>	SGD 570 / m <sup>2</sup>
SGD 570 / m <sup>2</sup>	SGD 620 / m <sup>2</sup>
SGD 2,000 / 9m <sup>2</sup>	SGD 2,000 / 9m <sup>2</sup>
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 9m<sup>2</sup>.

\*\* Only available to indie developers. Subject to organiser's approval.

## EXHIBITION IMPORTANT DATES

Early Bird Rate Ends  
**13 May 2022**

Registration Closes  
**20 September 2022**

Exhibition Build-Up  
**18 - 19 October 2022**

Exhibition Opens  
**20 - 22 October 2022**

Exhibition Tear Down  
**22 October 2022**

# DIGITAL MARKETING PACKAGES

<b>Basic</b> <ul style="list-style-type: none"><li>• Pre-event and on-site business matching account on platform</li><li>• Online private chat function on platform</li><li>• Contact us link on platform</li><li>• Product/ Service listings on platform (up to 5 uploads)</li><li>• Exhibitor admin account on platform</li></ul>	Complimentary for main exhibitor & pavilion exhibitors**
<b>Enhanced Basic Package +</b> <ul style="list-style-type: none"><li>• Product/ Service listings on platform (up to 8 uploads)</li><li>• Pre-event social media post</li><li>• Popup message + push notification on platform</li><li>• Booth visitors' data &amp; leads retrieval report (on-site and online)</li><li>• Visitor invitation cards for your prospective clients</li><li>• Up to 15% bulk discount code for conference tickets</li></ul>	SGD 1,000
<b>Premium Enhanced Package +</b> <ul style="list-style-type: none"><li>• Product/ Service listing on the platform (up to 18 uploads)</li><li>• Job offer listings on platform (up to 5)</li><li>• Prize/ Vouchers/ Giveaway listings on platform (up to 5)</li><li>• Rotating banner advert on event platform homepage</li><li>• Premium listing with logo on platform homepage</li><li>• Product/ Company feature in newsletter</li><li>• 2 trade conference tickets</li></ul>	SGD 2,200
<b>Additional Exhibitor Badges (Bundle of 3)</b>	SGD 75

\*\*Co-exhibitors are invited to enrol into gamescom asia's Digital Platform starting from SGD 600

## SPONSOR

Physical and digital sponsorship opportunities available.

Contact us for a custom proposal that extends your reach before, at, and after the event.



For more information, you can reach out to:

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**READY TO APPLY?**

Fill up the application form [here](#)

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