

Essential information

1 Duration of event

gamescom will be held at the Cologne Exhibition Centre from Wednesday, 20 August to Sunday, 24 August 2025.

2 Opening hours

business area:

target group	20 August (trade visitor and media day)	21-22 August	23-24 August
exhibitors	07.00 am - 08.00 pm	07.00 am - 09.00 pm	closed
trade visitors	09.00 am - 07.00 pm	09.00 am - 08.00 pm	closed
private visitors		-	-

entertainment area:

target group	20 August (trade visitor and media day)	21-22 August	23-24 August
exhibitors	07.00 am - 08.00 pm	07.00 am - 09.00 pm	07.00 am - 09.00 pm
trade visitors	09.00 am - 07.00 pm	09.00 am - 08.00 pm	09.00 am - 08.00 pm
private visitors*	01.00 pm - 07.00 pm	10.00 am - 08.00 pm	09.00 am - 08.00 pm

*Wednesday, the 20 August is Trade Visitors and Media Day. The organizer can grant access to the entertainment area to a limited number of private visitors (with Wild Cards) on Wednesday.

3 Important Timings

Early bird deadline:	21. February 2025
Start hall layout planning:	Spring 2025
Start distribution stand sketches:	Spring 2025
Start invoice mailing:	Spring 2025

4 Visitor admission

The event is open to the general public as from 4 years. The business area is only open to trade visitors, press and media representatives, as well as accredited creators. Children are allowed to visit gamescom without company as from 12 years.

5 Participation fees and other costs

To calculate the total costs of the trade fair presence, you can use the [stand cost calculator](#) on our website.

5.1 Participation fee:

The participation fee does not include VAT, flat-rate energy fee (in the amount of 16.00 Euro/sqm) and AUMA fee (in the amount of 0.60 Euro/sqm; s. item 3.2 and 3.3) plus the obligatory marketing services (gamescom now package/gamescom biz package); see Item 8.1, Special Participation Conditions.

The participation price depends on the placement in the different areas:

a) business area:

Only companies being located with an own stand area in the entertainment area can allocate a stand area as main- or co-exhibitor in the business area. Companies without end user related products are exempt from this regulation. The exact rules are specified in the "Conditions of Participation, Special Section", item 3.

Participation fee	until 21 February 2025	from 22 February 2025	from 10 July 2025
exhibitors with consumer relevant products / their own space in the entertainment area:			
	111.00 €/sqm	126.00 €/sqm	141.00 €/sqm
exhibitors without consumer relevant products / their own space in the entertainment area*:			
	168.50 €/sqm	183.50 €/sqm	198.50 €/sqm
storage business area	57.00 €/sqm	57.00 €/sqm	62.00 €/sqm

* Surcharge for companies without end user related products: 500.00 Euro

Supplement:

The stand area or space rented by an exhibitor in the business area may only measure up to 1.5 times the size of the exhibitor's rented stand area in the entertainment area.

If a stand in the business area is desired, companies with consumer-related products have to book a space in the entertainment area as well. This excludes companies that offer exclusively pure merchandising products.

b) entertainment area

Participation fee	until 29 February 2024	from 01 March 2024	from 10 July 2025
Terrace stand (1 side open)			
up to 150 sqm	168.50 €/sqm	183.50 €/sqm	198.50 €/sqm
up to 500 sqm	148.50 €/sqm	163.50 €/sqm	178.50 €/sqm
Corner stand (2 sides open)			
up to 150 sqm	175.00 €/sqm	190.00 €/sqm	205.00 €/sqm
up to 500 sqm	156.00 €/sqm	171.00 €/sqm	186.00 €/sqm
Two corner stand (3 sides open)			
up to 150 sqm	182.00 €/sqm	197.00 €/sqm	212.00 €/sqm
up to 500 sqm	162.00 €/sqm	177.00 €/sqm	192.00 €/sqm
501 - 1.000 sqm	142.50 €/sqm	157.50 €/sqm	172.50 €/sqm
from 1.001 sqm	114.50 €/sqm	129.50 €/sqm	144.50 €/sqm
Island stand (4 sides open)			
up to 500 sqm	169.00 €/sqm	184.00 €/sqm	199.00 €/sqm
501 - 1.000 sqm	148.50 €/sqm	163.50 €/sqm	178.50 €/sqm
from 1.001 sqm	120.50 €/sqm	135.50 €/sqm	150.50 €/sqm

6 [Withdrawal / non-participation](#)

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organizer can agree to the request of release from the contract only in exceptional cases if the stand area not required can be rented to another exhibitor. In this instance the organizer is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee at least, however, the amount of 1,000.00 Euro. If the space cannot be re-rented, the full participation fee must be paid. Please see "General Conditions of Participation", Item II.

7 [Change of invoice](#)

The invoice information you provide in the registration concerning the invoice address are binding. There will be a fee for a new bill if it is issued for reasons for which Koelnmesse is not responsible. A flat-rate fee of 100.00 Euro will be charged for each new bill.

8 [Construction and dismantling](#)

construction business area

15.08.2025:	06:00 a.m. - 10:00 p.m.
16.08.2025:	06:00 a.m. - 12:00p.m./midnight
17.08.-18.08.2025:	00:00 a.m. - 12:00p.m./midnight
19.08.2025:	00:00 a.m. - 06:00 p.m.

dismantling business area

22.08.2025:	08:00 p.m. - 12:00p.m./midnight
23.08.-24.08.2025:	00:00 a.m. - 12:00p.m./midnight

construction entertainment area

10.08. - 15.08.2025:	06:00 a.m. - 10:00 p.m.
16.08.2025:	06:00 a.m. - 12:00p.m./midnight
17.08. - 18.08.2025:	00:00 a.m. - 12:00p.m./midnight
19.08.2025:	00:00 a.m. - 06:00 p.m.

dismantling entertainment area

24.08.2025:	08:00 p.m. - 12:00p.m./midnight
25.08. - 26.08.2025:	00:00 p.m. - 12:00p.m./midnight

Note: The outdoor and logistic areas of hall 3.1 have to be fully vacated by 19.08.2025 at 07:00 a.m. From this point on, it is no longer possible to make further deliveries with vehicles nor use the logistic areas of hall 3.1.

9 [Stand sizes and construction](#)

The minimum stand size is 12 sqm. Please note that hall pillars and other fixed construction elements may be present in the rented stand area. Minor deviations from the requested stand size do not entitle an objection to be made under Item II of the General Conditions of Participation. In addition to the technical guidelines, the following maximum height applies for stands and advertising:

Maximum stand height: 4,50m (hall 2.1, 2.2, 3.2, 4.1 and 4.2), 8,00m (hall 6, 7, 8 and 9), 5,00m (hall 5.1, 5.2, 10.1 and 10.2).

On request, Koelnmesse can approve a higher stand height insofar as technical and construction-related requirements are met. Rear walls must be neutral in design.

Should you be planning a special construction (e.g. two-storey, cinema or audience space, outdoor space or other special constructions) you must submit two copies of the construction plans to Koelnmesse's Event Technology department at least eight weeks before the construction period begins (Technical Guidelines item 4.2.1).

For security reasons, sufficiently large zones for possible waiting lines inside the stands must be taken into account during stand planning. Taking waiting zones into account outside of one's own stand area is impermissible.

Stand construction in the business area

The business area of gamescom remains the place for professional exchange in the games industry. The design of the stand construction must correspond to the business character of the event. Please see the regulations in the Conditions of Participation, Special Section, Item 4.6.1.

10 [Passes](#)

As exhibitor you receive free passes that are valid for the period from the first day on which the construction work begins to the final day of dismantling:

- 3 exhibitor passes for a stand of up to 20 sqm
- 1 additional exhibitor pass for each further unit of 10 sqm up to a stand area of 100 sqm
- 1 additional exhibitor pass for each further unit of 20 sqm above 100 sqm

The codes for exhibitor passes have to be ordered via the [Service Shop](#). They have to be redeemed online via the event's ticket shop. The passes and travel tickets can be used via the app of the respective event. The registration in the app must use the same data as used at the ticket shop. Additionally required exhibitor passes can be ordered online for a fee via the service shop. In the final invoice, the free contingent will be offset against the codes used for access. If the number of codes ordered by the exhibitor and used for access exceeds the free quota, the exhibitor will be charged for these codes.

You will also receive free codes for passes that allow people commissioned by them or who work on their behalf to access the exhibition centre in order to construct or dismantle your stand. These passes created by means of these codes only valid up to the start and after the end of the event. They do not entitle the holders to enter the grounds during the event. These codes can also be ordered via the service shop.

11 [Rules on selling](#)

In view of the specialist nature of the event, direct sales of exhibits or samples from the booths are not permitted. Furthermore, exhibits may not carry a price tag. This regulation does not apply to exhibitors who are exhibiting merchandise products in the merchandise area (see product group) or exhibitors of gamescom cards & boards. This regulation does not apply to printed matter such as trade publications and specialist journals. In addition, Koelnmesse is entitled to grant an exception to the sales ban to individual exhibitors upon request. Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse also has the right to immediately close the stands of any exhibitors who commit such violations. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

12 [Give-Aways and sampling](#)

The distribution of free give-aways and product samples (sampling), in particular of energy drinks, is generally not permitted. Following prior written permission from Koelnmesse GmbH, product samples or promotional gifts may only be distributed within the stand area specified in the admission. Distribution outside the stand area or to persons outside the stand area is not permitted. In addition, the distribution of (cardboard) stools is strictly prohibited for safety reasons.

Walking acts are generally possible, but they are not allowed to distribute products, flyers or the like, and no sampling in any form is allowed.

13 [Marketing services \(gamescom now/biz package\)](#)

The marketing services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade fair communication. Use of the marketing services listed under Item 8.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

Euro 975.00 per main exhibitor, co-exhibitor, group organiser and group participant in the entertainment area (gamescom now package)

Euro 330.00 per main exhibitor, co-exhibitor, group organiser and group participant in the areas: indie area, gamescom campus, artist area & gamescom cards & boards (gamescom now package)

Euro 330.00 main exhibitor, co-exhibitor, group organiser, group participant in the business area. (gamescom biz package)

Our official contractual partners will provide you with all order information and documents for the marketing services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

14 [A note on unofficial exhibitors' directories](#)

So-called registration offers for seemingly official exhibitors' directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

15 [Youth Protection](#)

Please note our regulations on youth protection. You can get detailed info [here](#).

16 [Contacts and representatives](#)

Koelnmesse has an international sales network in more than 100 countries with representatives that will gladly assist you at any time. A list of these offices is available on our [website](#). Further contacts to the gamescom team can be found [here](#).