GAMESCOM 2021

Ultimate Upgrade Package

koelnmesse

gamescom

game
Verband der deutschen
Games-Branche

gamescom
ultimate upgrade

CAN ONLY BE BOOKED IN CONJUNCTION WITH THE PREMIUM PACKAGE AND NOT SEPARATLY

+ Highlighted integration in the featured content section and in the main menu

+ Content/livestream feature on front page stage

+ Partner logo carousel integration on the front page

+ News feed integration on the front page

+ Expanded individual customization options for partner pages and product pages

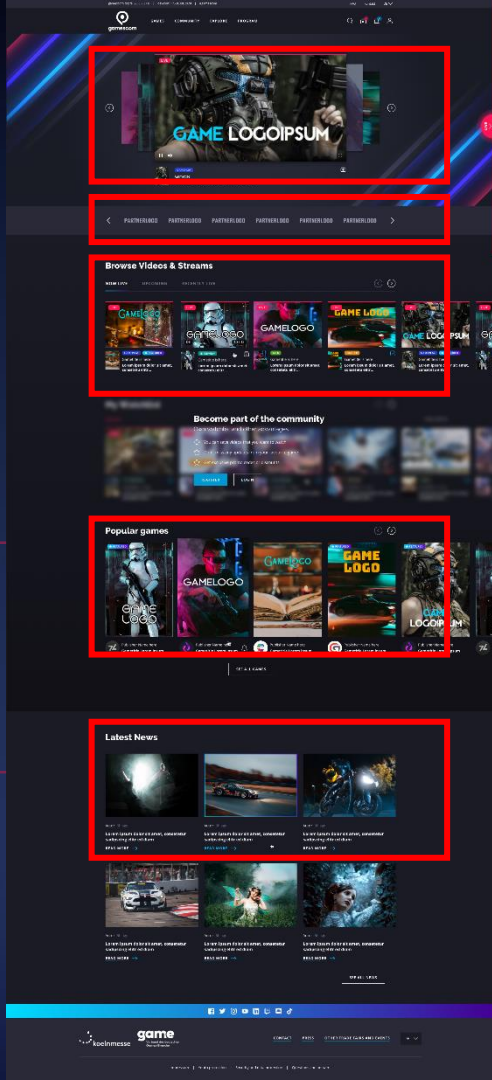+ Integration of advertorials in gamescom studio

Bookable for € 40,000

gamescom

GAMESCOM NOW 2021
MAIN PAGE/ HOME

Main stage:
Guaranteed Integration twice per day makes it impossible for any visitor to miss your stream

Featured partners:
Be part with your brand in our partner logo carousel

Featured games:
Your games are highlighted as "Featured" content to reach even more users

Popular games*:
Highlightes as "Featured" content

News section:
Post up to 3 posts per day directly to the front page

* renaming is possible and still in internal discussions

gamescom

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## NAVIGATION/ FEATURED CONTENT SECTION

- ✚ Easy to find featured games due to own menu section

- ✚ Strong branding effect via preview image

- ✚ Optimal funnel to game content

- ✚ Direct conversion to pre-orders

- ✚ Makes it impossible to miss your game
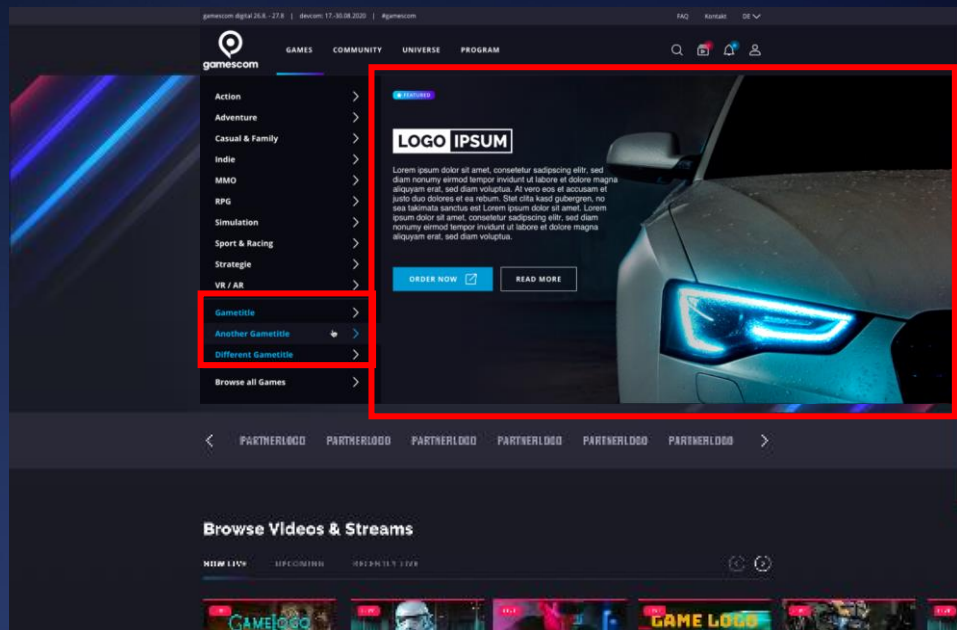
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GENRES NAVIGATION/ FEATURED CONTENT

+ Entices to browse through categories

+ Improved discoverability through tiled content preview

+ Mouseover effects

+ Your game in the associated genre highlighted and visible on first sight
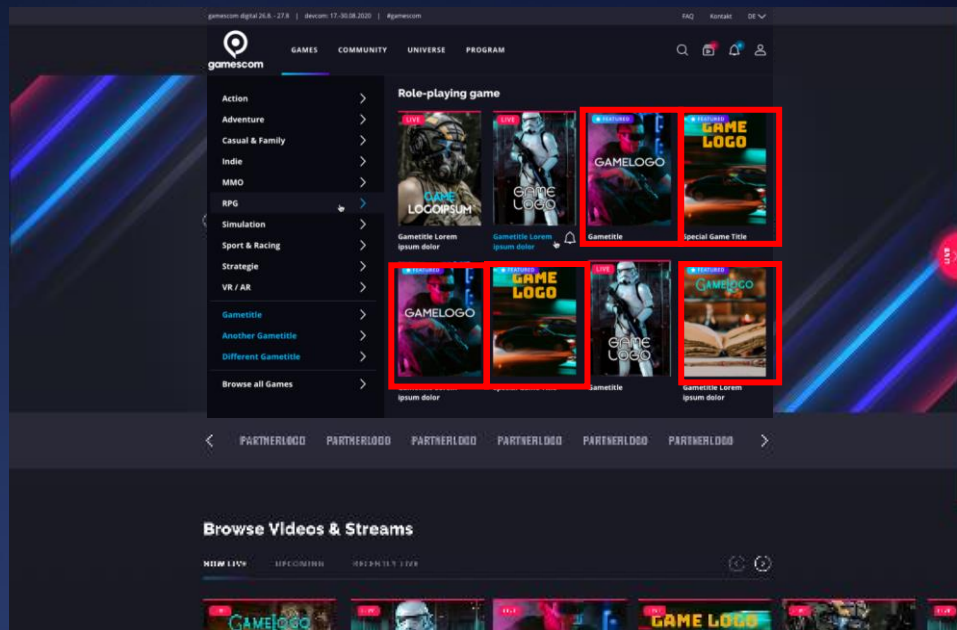
GAMESCOM NOW 2021
COLOR MATCHING DUE TO YOUR CD

✚ Brand primary & secondary coloring available

✚ Custom presentation for enhanced brand experience

✚ Gives your pages an accentuaded look

▪ See example
  ▪ Left: gamescom uses only one custom primary color
  ▪ Right: example applies brand's primary & secondary color code
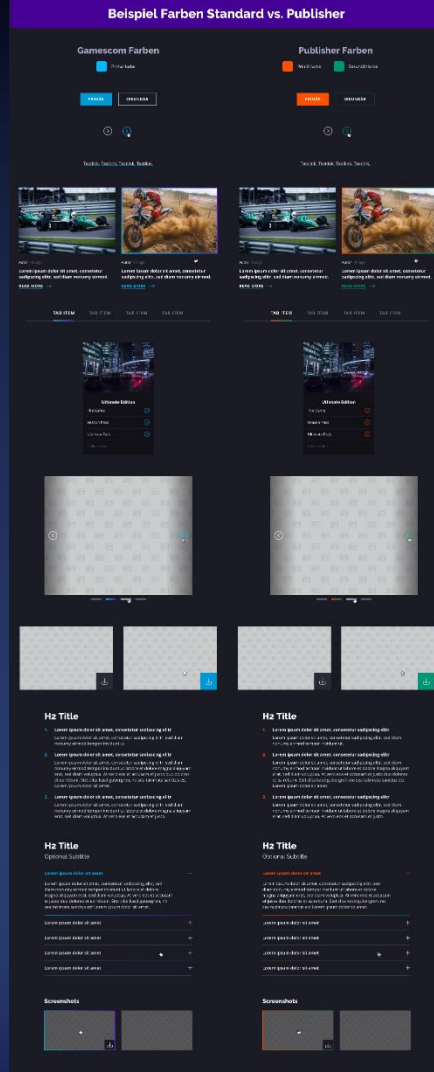
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ADDITIONAL FEATURES

- 5 easy-to-use CMS accesses included with WYSIWYG editor (CMS access for participating partners end of July)
- Documentation & tutorial videos available end of July
- 15 product pages included (instead of 5 product packages for premium partners)
- Advanced support for the best integration of your games

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