



23 – 27 August 2023 in Cologne

Opening Night Live: 22 August



FEEL THE EMOTIONS OF GAMESCOM 2022



gamescom 2023 is coming soon.

We'd like to invite you to the world's biggest gaming event, where you can present your latest games or innovations and meet the whole gaming industry, your community and business partners – online or on-site.

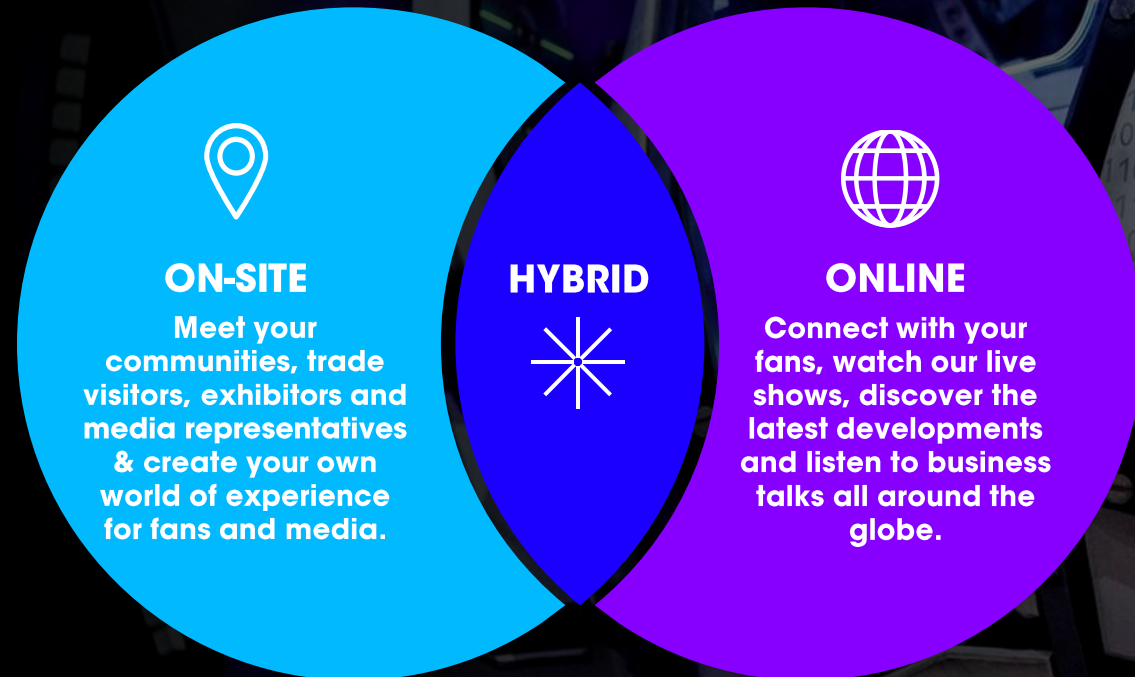
We can't wait to get the party started and if you need some more reasons, why you should join us, then, here we go!

Reason #1: You're in the game for networking.

gamescom is the place to be if you are part of the gaming industry. Here **you are able to find your community everywhere at any time - even if you can't take part in our show physically.**



[DISCOVER WHAT IS WAITING FOR YOU!](#)



Reason #2: You love to level up.

If you like breaking records and your own made business goals, gamescom 2023 is the right place for you. Since our beginnings, gamescom was a succes story that couldn't even be stopped by 2 years of pandemic. **And here are just some numbers for 2022:**



265,000 visitors from 116 countries



25,000 trade visitors



3,900 media representatives and creators from 57 countries



1,100 exhibitors on 200,000+ sqm (equals 30 football pitches)



228 million video views, of which 50+ million on gamescom owned channels



6+ million hours watched on 3,700 video streams by 1,600 channels



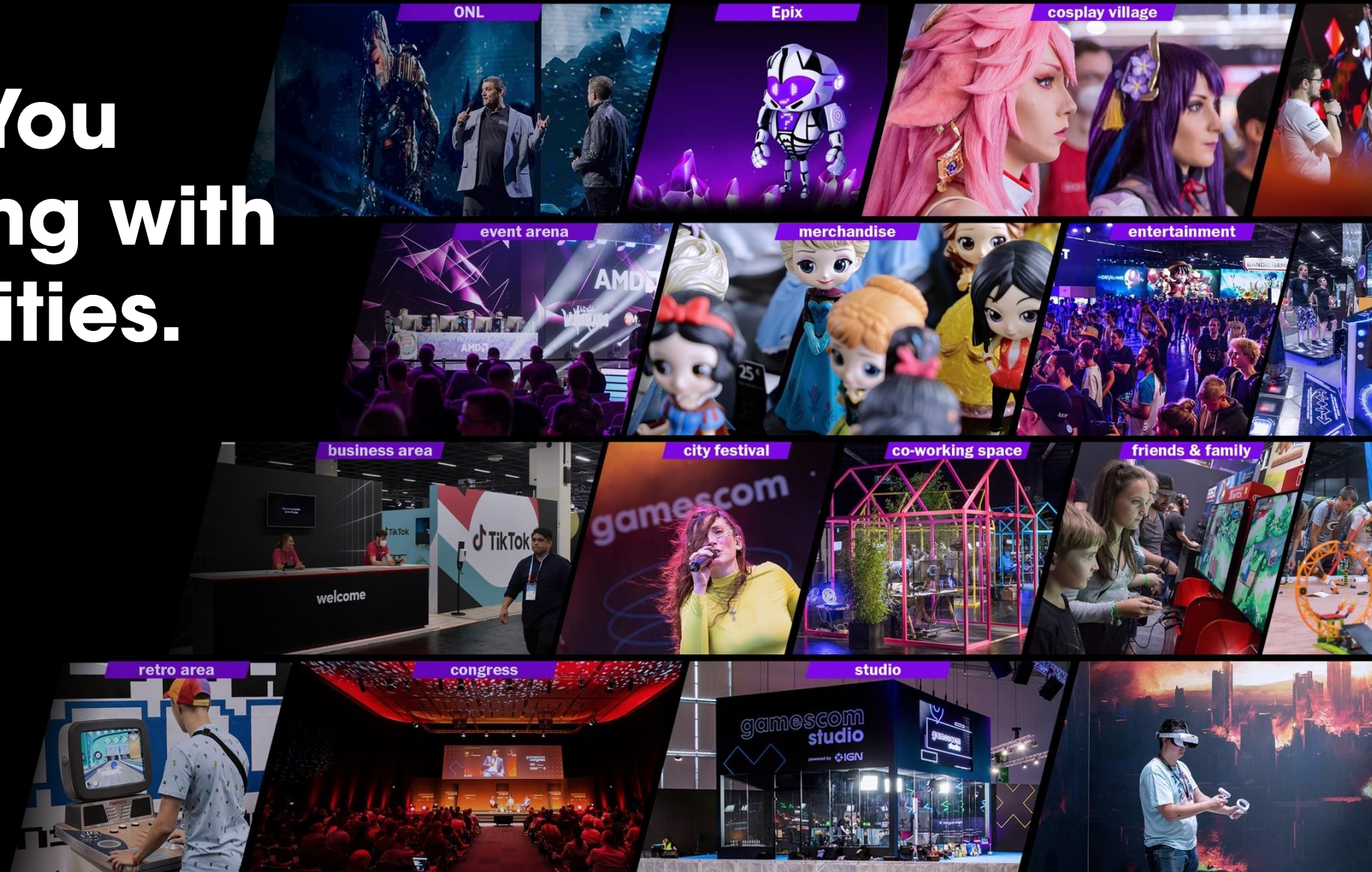
4 million engagements on top 10k social posts



200,000 sqm of exhibition space

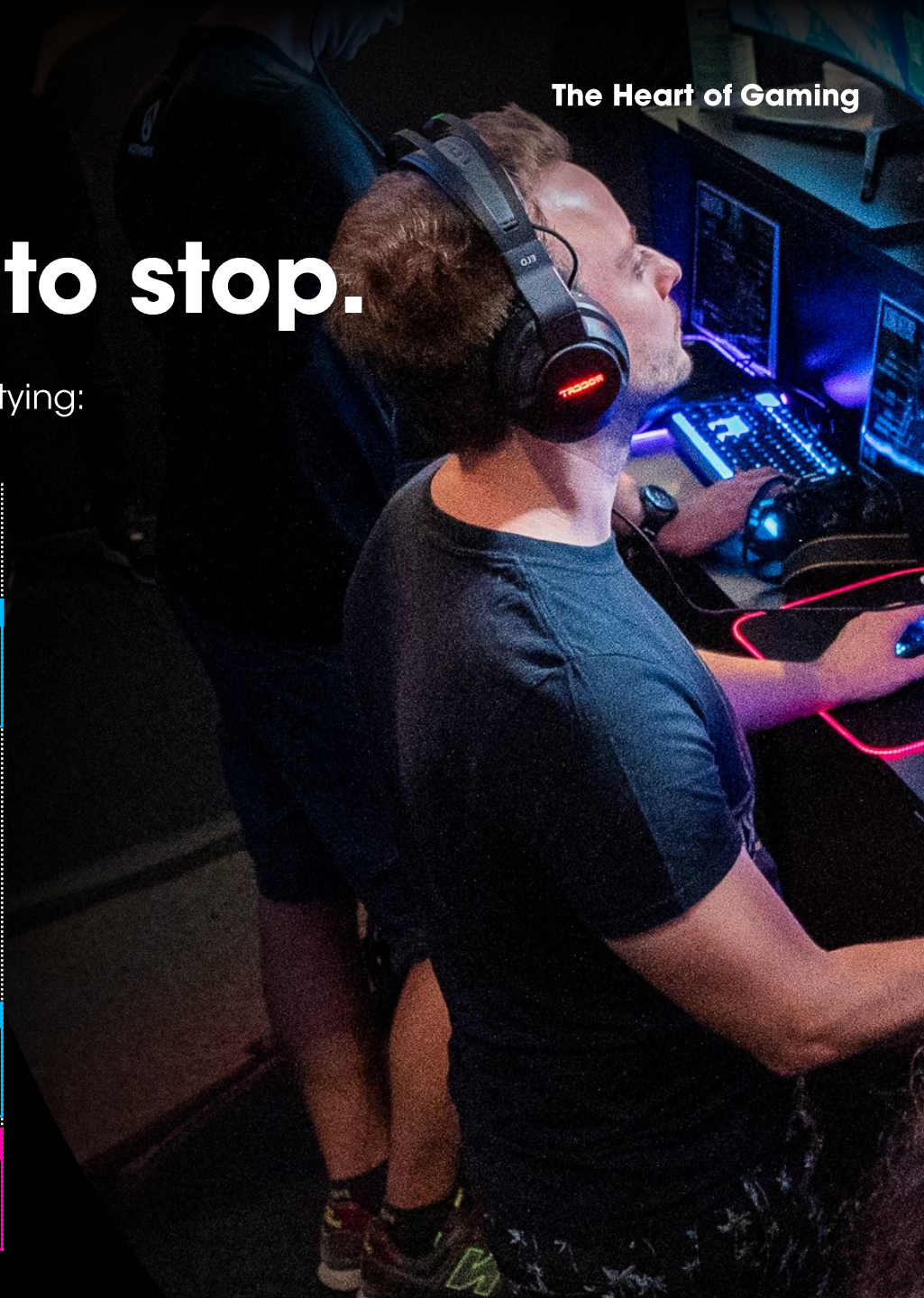
Reason #3: You enjoy playing with the possibilities.

gamescom is celebrating diversity. Diversity in communities, games, devices, people, interests, expectations and exhibitors. There's nothing you can't do on 200,000+ sqm of gaming space.



If you like a lot going on, if you're up for action, events, talks – and of course partying:
Here's your your roadmap for fun, experiences and success.

Monday 21.08	Tuesday 22.08	Wednesday 23.08	Thursday 24.08	Friday 25.08	Saturday 26.08	Sunday 27.08
devcom Developer conference		Open for trade visitors & media	entertainment area open for everyone			
		business area open for trade visitors & media exclusively				
		gamescom congress				
gamescom: Opening Night Live		event arena open for everyone				
		gamescom city festival				



Reason #5: There's no finish line.

There are so many more reasons why you should join gamescom 2023 that we can't even listen them all. Here are just some more ...

gamescom is your chance to **inspire and activate your community worldwide.**

gamescom helps you to **increase your reach by a high international proportion of exhibitors, trade visitors, influencers, creators and press representatives.**

gamescom is more fun than any meeting room, zoom call or business trip if you want to **meet business partners, make new contacts or expand your network.**

gamescom helps you to **create brand awareness and loyalty for your products.**

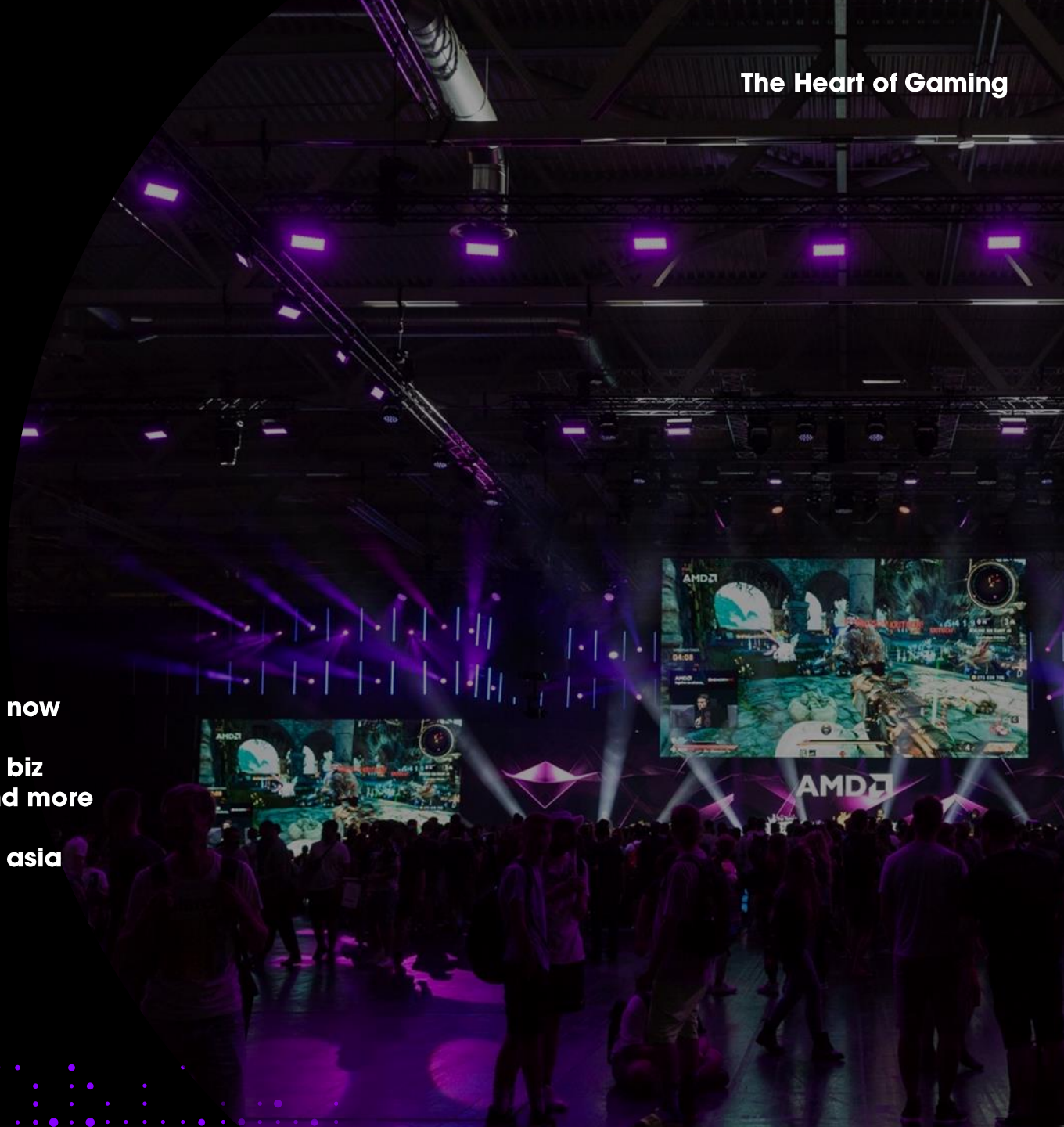


Products. Prices. Services.

Curious what to expect on the next pages?

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gamescom now
EPIX
gamescom biz
Services and more
devcom
gamescom asia
Contacts



Book your area and be part of the game!

B2C

entertainment area

Area price per sqm Entertainment area		Regular*
Terrace stand	up to 150 sqm	172 €
	up to 500 sqm	153.50 €
Corner stand	up to 150 sqm	178.50 €
	up to 500 sqm	160.50 €
Two-corner stand	up to 150 sqm	184.50 €
	up to 500 sqm	166 €
	Up to 1,000 sqm	147.50 €
	From 1,001 sqm	121.50 €
Island stand	up to 150 sqm	192.50 €
	up to 500 sqm	172.50 €
	Up to 1,000 sqm	153.50 €
	From 1,001 sqm	127 €

B2B

business area

Area price per sqm Business area		Regular**
With a stand in the entertainment area		118.50 €
Without a stand in the entertainment area		172 €

*plus Digital B2C Package Basic: 900 €

**plus Digital B2B Package Basic: 300 €

Your bookable packages.

Basic packages included for exhibitors.

B2C

Digital B2C Package Basic (included for entertainment area exhibitors)

- Basic requirement for publishers/developers to take part digitally

Benefits:

- Usage permission of the 'gamescom' brand
- Presence at official gamescom website gamescom now
- Great additional opportunities (gamescom studio integration, EPIX participation, platform festival cooperation etc.

**BOOKABLE FOR NON-EXHIBITORS
FOR 10,000 €**

Digital B2C Package Premium

- Requirement: Digital B2C Package Basic
- Limited availability: 25 packages

Benefits:

- Extended visibility on official website gamescom now
- Logo carousel and multiple newsfeed integration
- Extended product pages on gamescom now
- Integration of advertorials in the gamescom studio
- Newsletter and press release mentions
- Banner placements on official website
- Social Media integration

12,500 €
(free for exhibitors with area of more than 600 sqm)
For digital only participants: double price

B2B

Digital B2B Package Basic (included for business area exhibitors)

Benefits:

- Standard listing of the company profile on the digital platform gamescom biz
- Exhibitor lead tracking and reporting
- on-site and online
- Team member profiles at gamescom biz
- 6 product or project presentations
- Networking before/during/after event with meeting options on-site and online and during event

**ONLY FOR BUSINESS AREA
EXHIBITORS**

Digital B2B Package Premium

- Limited availability: 10 packages

Benefits:

- Premium listing of the company profile on the digital platform gamescom biz (instead of standard)
- Unlimited number of product and project presentations
- Rotating banner in gamescom biz community
- Push notification to all community members before the event (Visit our booth)
- Social Media Posting "gamescom presents ..." on event's LinkedIn profile
- Embedded logo in business area advertisings onsite for gamescom biz

10,000 €

Be part at the gamescom: Opening Night Live.

The gamescom ONL is one of the most spectacular in-person events with thousands of fans at Koelnmesse and millions of fans online via live stream. On Tuesday, August 22nd, 2023 from 8 – 10 pm CET, host Geoff Keighley will announce the most important new games, reveal trailers/gameplays and give an overview and first look at gamescom 2023 events.

2023 OPPORTUNITIES

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

Editorial: Brand new game announcements and breaking game news that will drive awareness/audience for the livestream.

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	85,000 €	125,000 €	165,000 €	210,000 €

To participate in gamescom: Opening Night Live with editorial or sponsored content, you (as a publisher/developer) must be a gamescom partner with an on-site booth or other B2C activation.


[GET MORE INFORMATION HERE](#)


Address your target audience with **gamescom studio**.

gamescom studio is our official broadcasting studio and live-streams never-before-seen game trailers, gameplay demos, exclusive developer interviews, and more from the middle of the action. With daily broadcasts during the event in English and German, we bring gamescom to a worldwide audience. Be part of it!

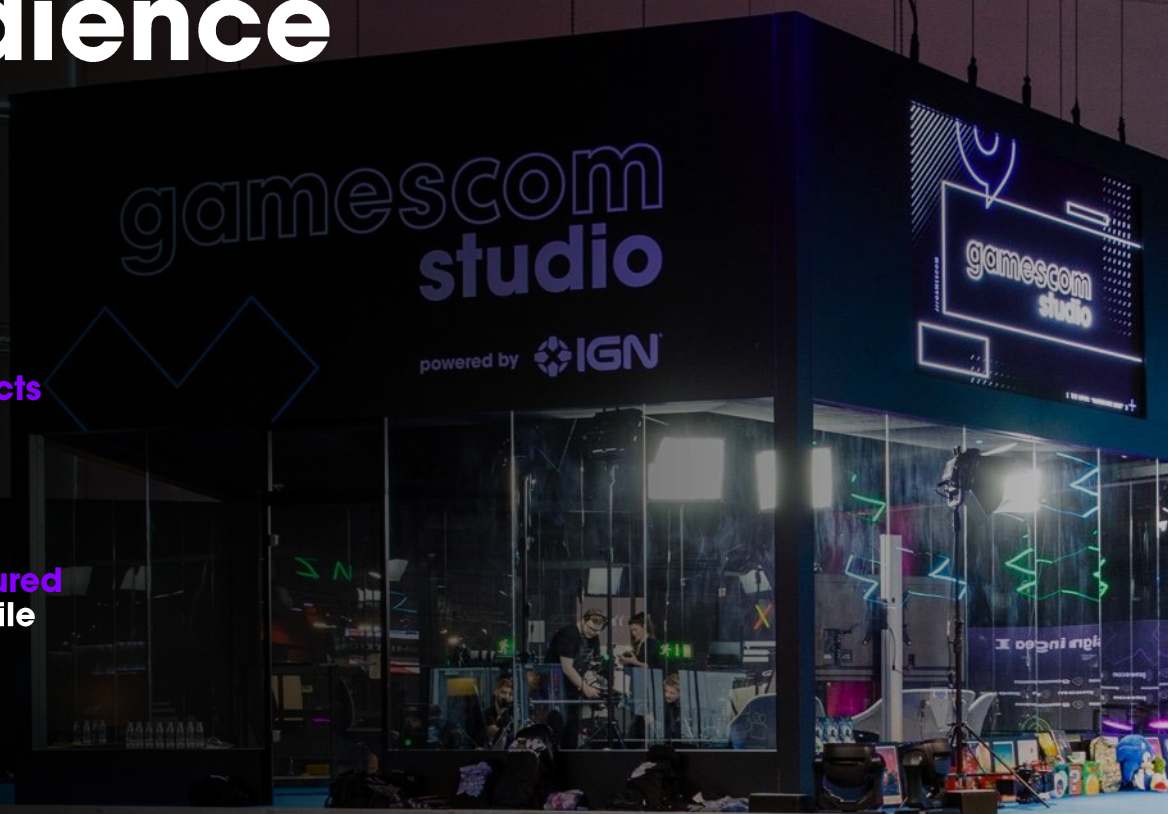
The IGN and gamescom partnership continues in 2023 with another incredible showfloor and digital programming experience

HERE IS YOUR CHANCE TO:

- **Present yourself and your products to the world**
- **Meet your fans and discover the atmosphere of the community**
- **New: Get your booth being featured in one of the shows via our mobile teams**

INTEGRATION OPPORTUNITIES:

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

[MORE INFORMATION](#)

Become a group organizer and book your place in our indie area.

190
exhibitors
on 6,000
sqm
in 2022

In our indie area, independent game developers get the chance to become part of gamescom and show their unique and non-mainstream games to a huge community. Only as a group organizer you can book a booth and offer shared space for a highly discounted price - with a freely chosen booth design. Get in touch with us.

YOUR BENEFITS AS A GROUP ORGANIZER:

- Discounted stand space in the indie area (up to 40%)
- Individual group participants may have up to 9 sqm stand space
- Promotion of your group booth by Gamescom

OUR SERVICES FOR YOU:

- Digital services, EPIX, participation in platform festival*
- Free use of the indie area business lounge
- Integration of content into the gamescom shows: gamescom: Opening Night Live & gamescom studio (editorial selection)
- Participation in the gamescom award (with extra costs)

* depending on availability

Area price per sqm indie area (bookable for group organisers only)	Regular
Up to 500m ²	120,50 €
Up to 1000m ²	107,50 €
From 1001m ²	89,50 €
Discounted Digital B2C Package Basic per exhibitor	300 €



GET MORE INFORMATION HERE

Get on stage at our event arena.

You can also host own full-day show in our event arena and create a unique community experience. Just 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. The arena has a capacity of several thousand spectators.

The gamescom event arena is a white label stage for every need:

- eSports
- media briefings
- product shows
- sponsoring events
- influencer stage
- music gigs
- ... and much more

We offer you further additional services, just contact us. Additional services such as catering, the creation of video and GFX content etc. can be booked separately. Just contact us!

gamescom event arena	Price per day
Wednesday, 23.08.	120,000 €
Thursday, 24.08.	150,000 €
Friday, 25.08.	200,000 €
Saturday, 26.08.	260,000 €
Sunday, 27.08	200,000 €



[GET MORE INFORMATION HERE](#)

Discover our range of sponsorship opportunities.

You are looking for exclusive ways to get in touch with your target groups?
Our sponsoring opportunities help you to stand out by giving you extra visibility.

- Limited spots of sponsoring create **extra awareness** for your brand
- Benefit from **maximal efficiency** by minimal wastage
- **Maximise the relevance** in your target group
- Present yourself as our partner and gain **extra reach** via gamescom channels

SHOWFLOOR SPONSORINGS (ALSO FOR ONL QUALIFICATION):

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

... and much more

INDUSTRY PARTY SPONSORINGS (B2B PARTY)

- Platinum sponsoring
- Gold, Silver and Bronze sponsorings
- Individual sponsorings

ADDITIONAL SPONSORING OPPORTUNITIES

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



GET MORE INFORMATION HERE

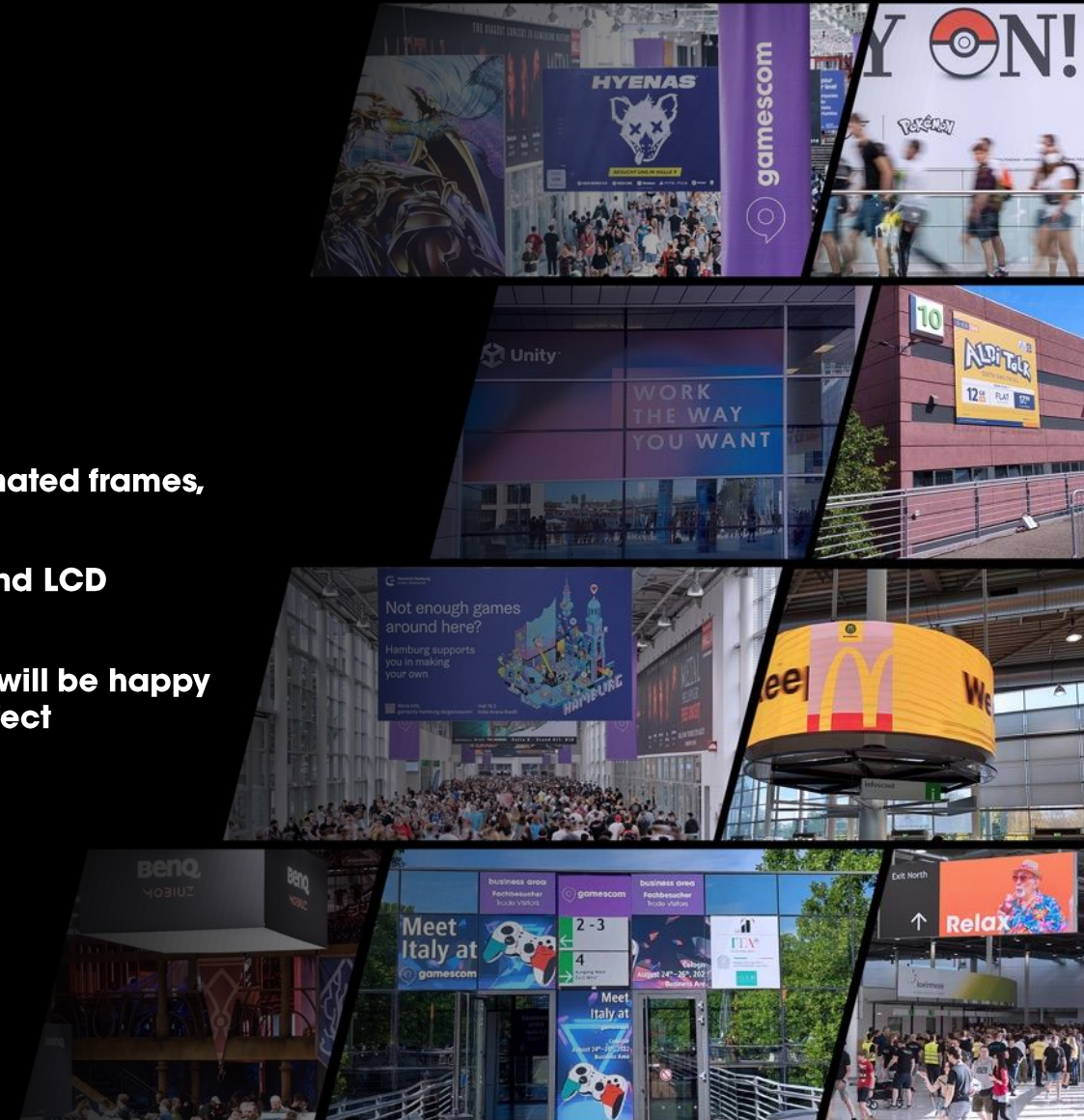
Choose further branding possibilities.

Besides your stand, your brand can become visible everywhere at gamescom 2023. We offer a wide range of additional advertising options. Choose between digital and analog advertising spaces or plan your individual marketing campaigns together with us - for more visibility at and around your gamescom booth.

- **Ad spaces:** megaprints, illuminated frames, banners or stickers
- **Digital ad spaces:** LED walls and LCD screens
- **Individual ad campaigns:** We will be happy to help you selecting your perfect advertising space



[GET MORE INFORMATION HERE](#)



Multiply your brand visibility at **gamescom** now.

gamescom now is our event website and the perfect platform for your trailers, live streams and announcements. It is live from the first of August until the end of September. [Here you reach a worldwide audience and become an even more relevant part of the gaming industry.](#)

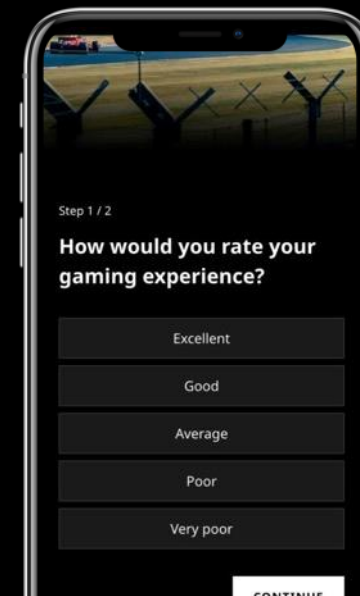
- **Innovative possibilities to present yourself and your brand**
- **High reach worldwide**
- **Great content formats with lots of improved features**

 [GET MORE INFORMATION HERE](#)

YOUR BENEFITS

- **Cool content formats**, such as survey mechanisms for collecting direct user/visitor feedback
- **Highlighting your special content** with badges (Award, ONL Games etc.)
- **Simple content management system** handling including onboarding process
- **Hybrid program-planning**: digital live streams and on-site events
- **Optional integrated queuing system**: allocate play slots at your booth
- **Interaction increases** through, among other things, the integration of the largest gaming community discord
- **Modern mobile user interface** (native app feeling)

8,000,000+
page
impressions
125,000+
registered
users



Discover the gamescomverse with EPIX.

gamescom EPIX is a digital and on-site game, where users can participate in many quests and unlock rewards from partners on their own profiles. *As a partner, you can be part of gamescom EPIX both through rewards and quests to boost your awareness via entertaining storytelling and gamification.*

- Hybrid quests allow users to *complete quests online and at on-site in Cologne as well*
- The journey already starts *some weeks before the event and runs until the end of gamescom*. Seven story chapters and lots of quests will tell the story about the adventure of EPI this year
- Daily *challenges, mastery challenges and community features* motivate daily participation
- By completing the quests, users can level up their profile *to unlock rewards from partners* for their own profile

Sponsored quest result 2022:

- 430,000 impressions on average
- 7% engagement rate with quests on average

7.000€ per
sponsored
quest

I AM EPI!

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



[GET MORE INFORMATION HERE](#)



NEW: gamescom biz.

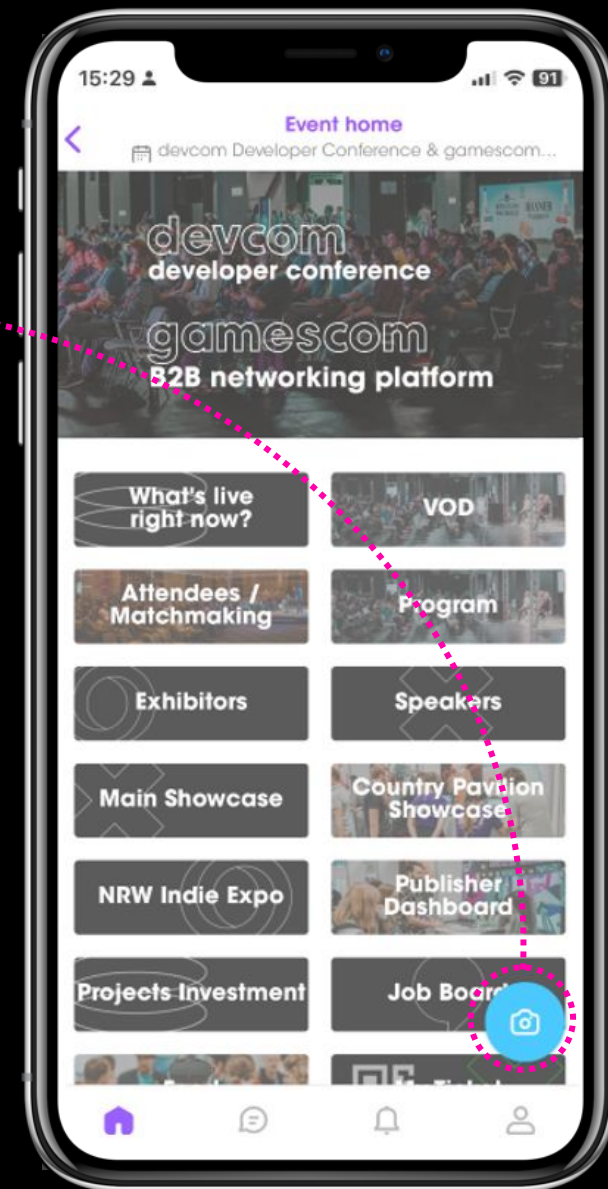
Easy lead capture of all contacts made at the event into your company lead pool to prove your ROI.

Facts:

- gamescom biz - the event app for all exhibitors and trade visitors
- 3 events (gamescom, devcom, gamescom asia) with 20,000 gaming professionals & 1,000 partners

Features:

- Networking & lead scanning (Capture)
- Exhibitor lead retrieval (Reporting)



BEFORE

- Setup your company profile and add team members
- Schedule meetings before the event

EVENT

- Scan all badges, even if your booth is busy for max results
- Book additional meeting locations onsite

AFTER

- Download your complete lead list
- Easy deduplication and CRM import
- Follow up with your event leads quickly



GET MORE INFORMATION HERE

Enjoy more of our services for exhibitors.

Your participation at gamescom 2023 should not only be successful, but also as relaxed as possible. That's why we offer extra services in every aspect of your stay:

STAND CONSTRUCTIONS:

Koelnmesse offers you customised exhibition stands, tailored to your needs and budget. Further information you can find [here](#).

HOTELSERVICE:

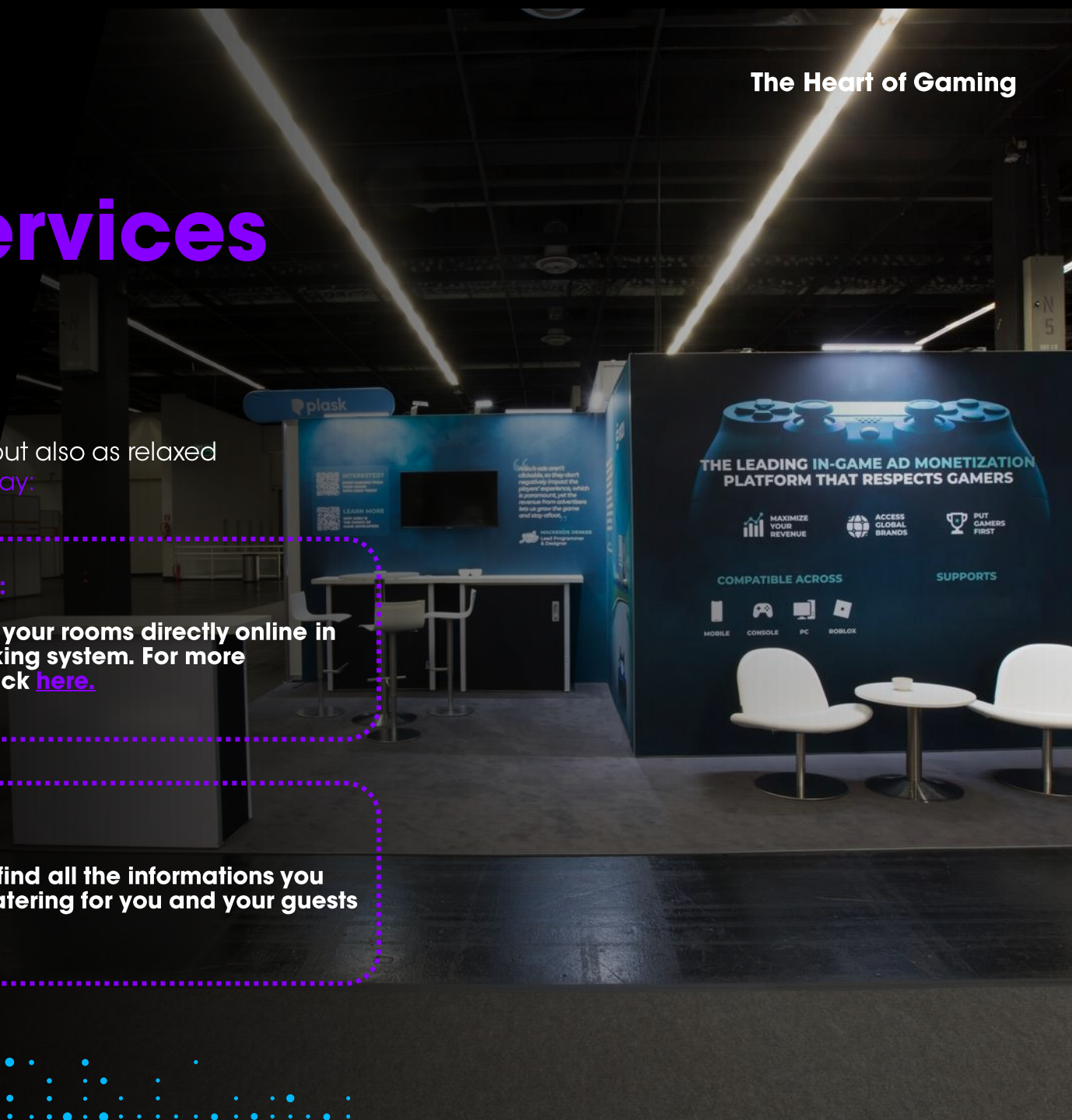
You can book your rooms directly online in our hotel booking system. For more information click [here](#).

DIGITAL QUEUE MANAGEMENT:

For information about fast lanes and minimising queuing time, visit our [website](#).

CATERING:

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



Become a partner at devcom

The game developer conference of gamescom

devcom is Europe's leading industry conference and the hub where professionals meet and do business ahead of gamescom.

You want to reach the game developer community and promote your services, technology or studio?

With a strong focus on technical sessions, two exhibition areas and many dedicated networking opportunities, devcom is the right place to start your week!



3,900+ industry professionals



850+ companies



5.1 million views on twitch



180+ speakers

20 – 22 August

Conference Center East
Koelnmesse



[GET MORE INFORMATION](#)



[REQUEST THE SALES DECK](#)



Roufina Guenkova

Head of Sales - devcom
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The Heart of Gaming

Join **gamescom asia** now.

gamescom asia is the platform for Asian game developers to explore partnerships and expand their audiences globally. 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.



3,000 trade visitors (B2B)



150+ exhibitors



27,000+ public visitors (B2C)



900+ Trade Conference Attendees



DOWNLOAD EXHIBITION BROCHURE

19 - 22 October 2023

Suntec Singapore Convention and Exhibition Centre, Singapore



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Join **gamescom 2023** now!

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Be part of it all and take your business into the future!