

# gamescom asia

17 – 20 October 2024

business area: 17 – 18 October • entertainment area: 18 – 20 October

**exhibition and sponsorship**

[www.gamescom.asia](http://www.gamescom.asia)

Held In



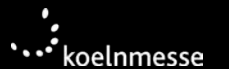
A division of



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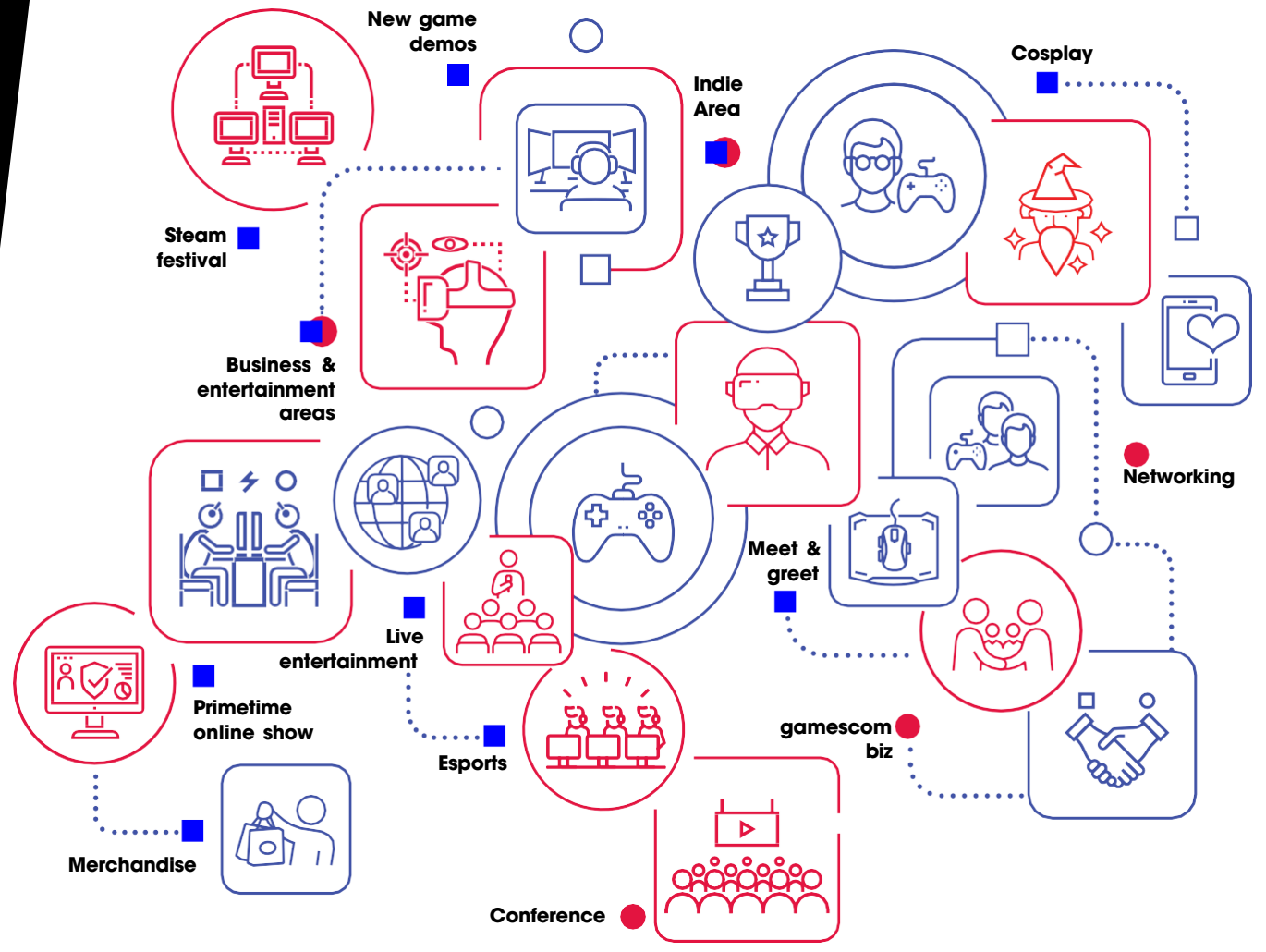
# The heart of gaming in Asia

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

gamescom asia 2024 is expected to attract over 150 exhibitors and more than 40,000 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.



# 2023 in numbers



## 34,047

Visitors from  
67 countries

- ▶ inclusive of 4,227 trade visitors with 42% from abroad
- ▶ 90% of consumers from Singapore

## 136

Exhibitors across 5 halls

- ▶ 66% of international and regional participation
- ▶ 51% of trade attendees actively used gamescom biz to connect and arrange meetings in Singapore

## 4.7million

Hits on gamescom asia's  
Steam festival

- ▶ More than 191 featured games including 80+ made-in-Southeast Asia games
- ▶ 2.67 million views across online consumer shows

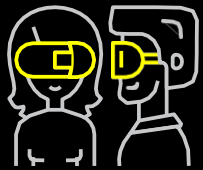
## 3.5x

Increase in B2C and  
mainstream media coverage  
and reach\*

- ▶ 251 media and creators from 16 countries
- ▶ 32% increase in social media following

\*As of 22 November 2023

# 2024 Forecast



**40,000+**  
Visitors



**6**  
Halls



**150+**  
Exhibitors

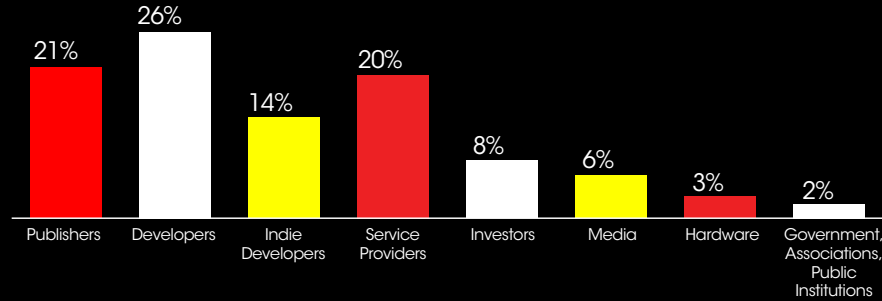


**3mil+**  
Online Views

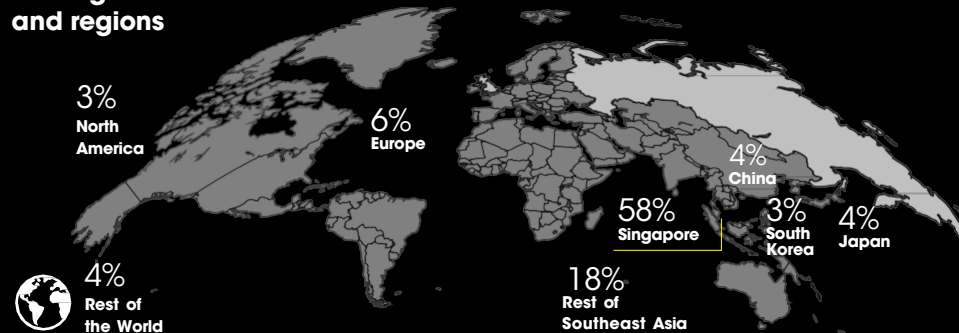
## business area

**4,000+**  
business  
visitors

### Business Profiles



### Visiting countries and regions



## entertainment area

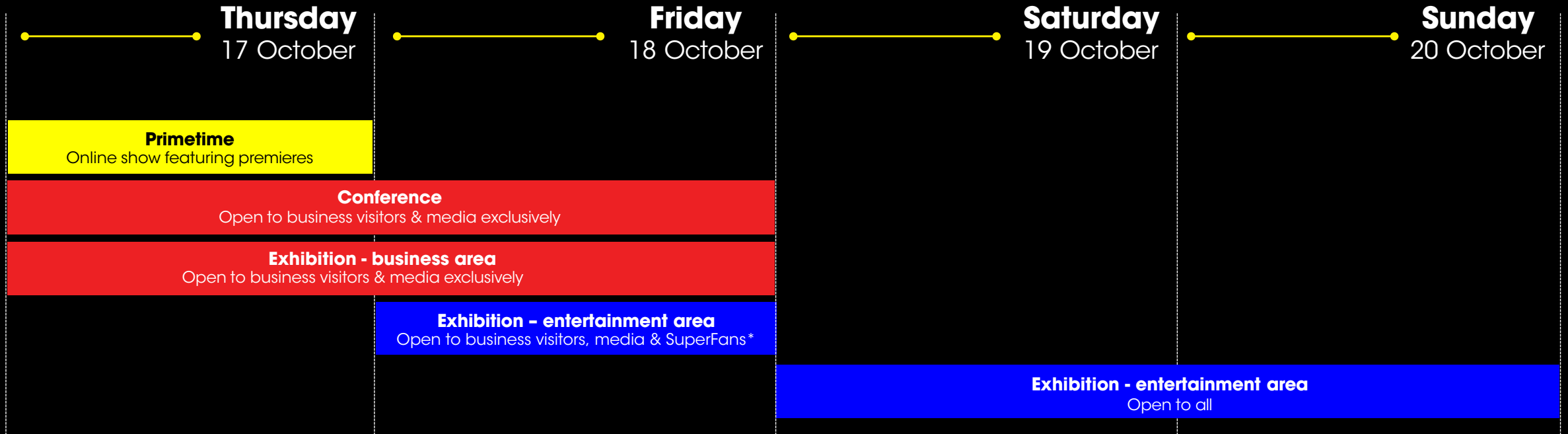
**36,000+**  
public visitors

- Public Expo
- Live Entertainment
- New Game Demos
- Indie Area
- Esports
- Meet & Greet
- Cosplay
- Merchandise
- Online Show
- Steam Festival

### Public visitors' countries of arrival



# gamescom asia at-a-glance



\*Admission to entertainment area will be granted to a limited number of public visitors on Friday, 18 October

# Industry & fans in one place



## business area

- Exhibition
- Conference
- Invest circle
- Exhibitor talks stage
- Indie area
- B2B party
- Networking area
- VIP mixer
- Online business community



## entertainment area

- Exhibition
- Main stage featuring:
  - ▶ esports tournaments
  - ▶ live shows with studios, guests, creators
  - ▶ and much more!
- Indie area
- Meet & greet area
- Cosplay area
- Merchandise area
- Retro area
- Board games area
- Primetime online show
- Steam festival

# Conference

## Asia Pacific's professional conference for the games industry

The conference is one of gamescom asia's core business offerings. Expect a remarkable line-up of expert speakers and attendees from around the world eager to learn and invest in Asia.



### Activities

- keynotes & topical sessions
- invest circle
- exhibitor talks
- recruitment
- business mixers & networking



### On The Agenda

- game development (PC, mobile, console, cross platform)
- biz & marketing
- production & team management
- serious games
- next-gen tech
- marketing insights, future trends
- esports
- content creation

## PAST SPEAKERS



**Kacper Niepokólczycki**  
CD PROJEKT RED



**Tymon Smektała**  
Techland



**Xavier Marot**  
Focus Entertainment



**Nickole Li**  
Mojang Studios



**Janine Campbell**  
Riot Games



**Dennis Micka**  
Guerrilla



**Dominic Law**  
Neopets



**Phylicia Koh**  
Play Ventures

and many more!



## Participation options

- ▶ Exhibiting options
- ▶ gamescom biz
- ▶ Tiered sponsorship opportunities
- ▶ Branding opportunities – **business area**
- ▶ Branding opportunities - **conference**
- ▶ Branding opportunities - **entertainment area**
- ▶ Branding opportunities – **all areas**



# Exhibiting options



**Raw Space**



**Standard Shell Scheme**



**Premium Shell Scheme**



**Indie Kiosk**

Stand designs are for illustrative purposes and may be subject to change.

	business area (B2B)		entertainment area (B2C)	
	Early bird (until 17 May)	Standard rate	Early bird (until 17 May)	Standard rate
Raw Space (min. 18m <sup>2</sup> )	SGD 495 / m <sup>2</sup>	SGD 545 / m <sup>2</sup>	SGD 400 / m <sup>2</sup>	SGD 450 / m <sup>2</sup>
Raw Space (min. 54m <sup>2</sup> )	SGD 455 / m <sup>2</sup>	SGD 505 / m <sup>2</sup>	SGD 360 / m <sup>2</sup>	SGD 410 / m <sup>2</sup>
Raw Space (min. 90m <sup>2</sup> )	SGD 415 / m <sup>2</sup>	SGD 465 / m <sup>2</sup>	SGD 320 / m <sup>2</sup>	SGD 370 / m <sup>2</sup>
Standard Shell Scheme (min. 9m <sup>2</sup> )	SGD 565 / m <sup>2</sup>	SGD 615 / m <sup>2</sup>	SGD 540 / m <sup>2</sup>	SGD 590 / m <sup>2</sup>
Premium Shell Scheme (min. 18m <sup>2</sup> )	SGD 615 / m <sup>2</sup>	SGD 665 / m <sup>2</sup>	SGD 590 / m <sup>2</sup>	SGD 640 / m <sup>2</sup>
Indie Area Kiosk* (1-sided)	SGD 900 per space		SGD 900 per space	
Indie Area Kiosk* (2-sided)	SGD 1,800 per space		SGD 1,800 per space	
Special Areas	Board Games / Artist Market (Enquire at sales@gamescom.asia)			

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

For two-storey exhibition stands, the upper storey price is calculated at 50% of the Raw Space price per m<sup>2</sup> of floor area  
9% GST (Goods and Services Tax) applicable to Singapore registered entities.

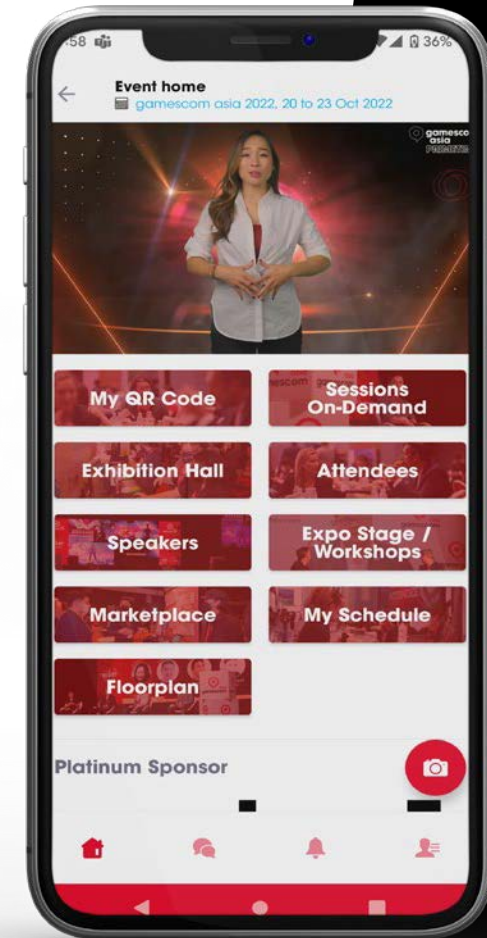
# Digital marketing packages on gamescom biz

## Build your network throughout the year

gamescom biz is a 365 online platform dedicated to growing and interconnecting the gamescom asia, gamescom, and devcom business communities. All registered exhibitors, including co-exhibitors, and trade attendees receive complimentary access to the platform.

- Open throughout the year for industry to stay connected and access content
- Schedule business meetings with other attendees anytime
- Virtual exhibition hall and important event information like exhibitor list
- On-demand content of gamescom asia's conferences + webinars

Basic	Premium
<ul style="list-style-type: none"> <li>• Business networking account</li> <li>• Contact us + chat function</li> <li>• Product/service/job listing/giveaway (up to 2 uploads)</li> <li>• Exhibitor admin account</li> <li>• Booth visitors' leads retrieval (onsite and online)</li> </ul>	<p><b>Basic entitlements +</b></p> <ul style="list-style-type: none"> <li>• Product/service/job listing/giveaway (up to 10 uploads)</li> <li>• Push notification on platform to all users</li> <li>• Rotating banner ad on platform homepage</li> <li>• 2 trade conference tickets</li> </ul>
<p style="text-align: center;">complimentary for main exhibitor &amp; pavilion exhibitors</p>	<p style="text-align: center;">SGD 2,000</p>



# Tiered sponsorship business area

	Platinum (Exclusive to 2 companies only) SGD 100,000	Gold SGD 75,000	Silver SGD 55,000
<b>Exhibit Space</b>	90m <sup>2</sup> Raw Space or 54m <sup>2</sup> Premium Shell Scheme	54m <sup>2</sup> Raw Space or 36m <sup>2</sup> Premium Shell Scheme	24m <sup>2</sup> Raw Space or 18m <sup>2</sup> Premium Shell Scheme
<b>Keynote Speaking Slot</b> <i>(Topic &amp; Speaker profile subject to organiser's approval)</i>			
<b>Conference Speaking Slot</b> <i>(Topic &amp; Speaker profile subject to organiser's approval)</i>			
<b>Premium Digital Marketing Package</b>			
<b>Sponsor Logo on Website and Enewsletter</b>			
<b>Website Leaderboard Ad Banner</b>			
<b>Sponsor Logo Onsite (Print)</b>			
<b>Enewsletter Ad Banner</b>	2 Ad Banner Spots	2 Ad Banner Spots	1 Ad Banner Spot
<b>Conference Tickets</b>	15 Tickets	10 Tickets	5 Tickets
<b>Standing Banner Placement Onsite (Provided by sponsor)</b>			
<b>Partner Social Media Post</b>			
<b>Conference Video Ad (Up to 20 secs)</b>			
<b>Venue Ads*</b> <i>(Refer to Venue Advertising Deck) *Production costs not included</i>	Choice of venue advertising options up to SGD 13,000 in value	Choice of venue advertising options up to SGD 6,500 in value	Choice of venue advertising options up to SGD 3,250 in value

# Branding opportunities

## business area

### LANYARDS

(Exclusive):  
**SGD 40,000**



You get a lanyard! You get a lanyard! Everybody gets a lanyard! Your branding alongside gamescom asia's.

Covers all business area attendees

### GAMESCOM BIZ LOUNGE

(Exclusive):  
**SGD 30,000**



The gamescom biz networking lounge is the official meeting spot for all business visitors. Be sure to place your brand where deals are brokered, and partnerships are made.

### VIP MIXER

(Exclusive):  
**SGD 30,000**



For a select group of up to 200 VIPs from gamescom asia invest circle and your own.

### BUSINESS VISITORS CAFÉ SPONSOR

(Exclusive):  
**SGD 20,000**



Some of the best deals were brokered over food and drinks. Leave no plate unturned as our business visitors café sponsor.

### ATTENDEE BADGE

(Exclusive):  
**SGD 20,000**



Your branding prominently displayed on the back of badges worn by all business area attendees, alongside gamescom asia's.

Covers all business area attendees

### VIP LOUNGE SPONSOR

(Exclusive):  
**SGD 10,000**



Showcase your brand in a private lounge to your invited VIPs and guests.

### EXPO TALKS STAGE

**SGD 5,000**



Rate is for a 30 mins slot (1 hour inclusive of set up).

Available timings on a first come, first served basis with no limitation on commercial content. Seats ~80 pax.

### NEWSLETTER AD BANNER

**SGD 3,000 per spot**



Reach thousands of video game professionals through gamescom asia's B2B newsletter. This is a one-time ad spot.

9% GST (Goods and Services Tax) applicable to Singapore registered entities.

# Branding opportunities conference

**OFFICIAL  
RECEPTION**  
(Exclusive):  
**SGD 40,000**



Bring the party to gamescom asia and make it a night to remember!

*For conference attendees only*

**SPEAKING  
SLOT**  
(15 mins +  
5 mins Q&A):  
**SGD 30,000**



Showcase your thought leadership on the gamescom asia conference stage.

**INVEST  
CIRCLE  
SPONSOR**  
(Exclusive):  
**SGD 25,000**



Got game? Be the key sponsor behind our invest circle speed networking session for developers, publishers and investors.

**CONFERENCE  
WATER**  
**SGD 15,000**



Speaking and asking questions sure get us thirsty. Brand your own water bottle distributed at the conference.

**PITCH  
COMPETITION  
SPONSOR**  
**SGD 5,000**



Invest in the future of game development by showing your support to developers, their ingenious ideas, and innovative projects.

9% GST (Goods and Services Tax) applicable to Singapore registered entities.

# Branding opportunities

## entertainment area

### ONSITE

#### VISITOR WRISTBANDS

(Exclusive):  
**SGD 40,000**



There's only one way for public visitors to enter gamescom asia - wristbands. Your branding and ours make it i-wrist-sistable.

Covers all entertainment area visitors

#### ENTERTAINMENT MAIN STAGE SLOT

(Limited):  
**SGD 10,000**



Rate is for a 45 mins slot (1 hour inclusive of set up). Hype up the crowd with gamer challenges, performances, fan giveaways or by bringing key personalities onto the gamescom asia main stage.

#### STAMP RALLY SPONSOR

(Limited):  
**SGD 5,000**



Lock in your booth as a stamp point for our entertainment area stamp rally. Complete the stops/activities and visitors get to enter our gamescom asia lucky draw to win some very attractive prizes.

#### VIP LOUNGE SPONSOR

(Exclusive):  
**SGD 10,000**



Showcase your brand in a private lounge to gamescom asia invited VIPs and guests.

### ONLINE

#### PRIMETIME<sup>^</sup>

The ultimate platform for your newest game drops, world premieres and never before seen trailers. Primetime is the highly anticipated gamescom asia main live show available as a global broadcast across major streaming platforms. Think unparalleled exposure for your latest announcements.

- 2 mins: **SGD 20,000**
- 3 mins: **SGD 30,000**
- Ad (30 secs): **SGD 15,000**



<sup>^</sup>Gaming companies who book at least 54m<sup>2</sup> in the expo and have a new game to present get the option to a complimentary 2 mins PRIMETIME slot (subject to availability). 9% GST (Goods and Services Tax) applicable to Singapore registered entities.

# Branding opportunities all areas



## Venue Advertising

Choose from various onsite advertising, such as large format screens, wraps, façade banners and more.

View full deck and prices

### RECHARGE AREA SGD 8,000



Give visitors a boost while they regenerate after meetings and all that game-playing. Open to non-endemic brands.

1 business area sponsor and  
1 entertainment area sponsor

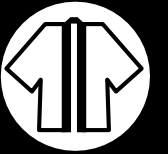
### IN-HALL AIRSPACE SGD 5,000



What's the fastest way to get spotted in-hall? Airspace just above your booth.

Design, print and rigging costs not included.

### CREW T-SHIRT SPONSOR



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

Your brand logo becomes a roving advertisement throughout the event.

### WEBSITE LEADERBOARD AD BANNER SGD 3,000



Prominent placement on all pages of the gamescom.asia website right up until the event.

Banner to be provided by sponsor

### STANDING BANNER PLACEMENT SGD 3,000



Standing banner strategically placed in high traffic areas around the event venue.

Limited banner placement spots based on availability.

Banner to be provided by sponsor

### PARTNER SOCIAL MEDIA POST SGD 3,000 per set



Use our official social channels to announce your participation!

Choose 3 channels: LinkedIn, X (Twitter), Facebook, Instagram, TikTok

Creative to be supplied

# Not in the gaming industry?

## Boost your brand visibility within the gaming community

gamescom asia is the go-to place for non-endemic brands to reach out to gamers and fans in the Asia Pacific region. From interactive booth activations to attractive swag, to eye-catching venue advertising, and hosting meet & greet with gaming influencers – the possibilities are endless.

Grab your opportunity to connect with and increase your presence in the gaming community!

Connect with us at [sales@gamescom.asia](mailto:sales@gamescom.asia) to explore participation opportunities.





# Get in touch



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**READY TO APPLY?**

Fill up the application form [here](#)

Follow us for the latest #gamescomasia2024 updates!

