

Information stand design entertainment area:

gamescom 2021

This year, we are pursuing the major goal of making it possible to experience new games despite the pandemic situation. To ensure that we and our exhibitors can safely welcome visitors to the exhibition grounds, the following guidelines apply to the stands in the entertainment area in addition to the recommendations and specifications for stand construction:

- ➔ Uncontrolled crowds must be avoided. Therefore, **no stages** may be integrated on the exhibitor stands this year. If you are interested in booking a slot on the central stage for "corona-compliant" community activations, we will be happy to assist you.
- ➔ The booths in the entertainment area are designed to make games playable and therefore focus on the **hands-on experience** in the form of gaming terminals.
- ➔ **80%** of the stand area must be used for gaming stations, showrooms, access routes and queues (example with 600m², 480m² must be used accordingly, 120m² can be used for back office, technical room, etc.).
- ➔ Individual design elements and activations within the stand area are possible. These are also to be designed in such a way that accumulations are avoided.
The following individual **branding options** are possible:
 - Banners / Suspensions
 - Wall brandings
 - Video content at the booth that can be viewed from the aisle: content loops and trailers are possible. Longer broadcasts such as livestreams, influencer shows or e-sports matches are not possible due to the longer dwell time of visitors.
 - Photo Opportunities: possible, with corona-compliant visitor guidance and sanitization for "Hands On" elements.
 - Give Aways: Possible, if distance and hygiene rules are observed. The distribution must also be regulated (e.g. no "throwing" of giveaways).
- ➔ Visitors should find disinfection facilities at every booth. We also appeal to exhibitors to disinfect peripheral equipment regularly.

