







THE GAMESCOM 2020 EXPERIENCE



OFFICIAL PARTNER PACKAGE

Available for publishers/developers and all other endemic companies as well as non-endemic companies with their own games-related activities and events at gamescom (e.g. Esport tournament by Brand xyz).

	<ul style="list-style-type: none"> ✓ Status as an official partner of gamescom (communication through gamescom, e.g. on the website) ✓ Use of the gamescom brand in connection with own activities during gamescom 2020 	
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	<p>Access to over 5,000 accredited media representatives and content creators</p> <ul style="list-style-type: none"> ✓ Personalised user profile for accredited users ✓ Specific address and information about the offers on partner sites ✓ Provision of specific contact details ✓ Provision of specific offers, text and further links 	
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	<ul style="list-style-type: none"> ✓ Own partner site for the presentation of the company ✓ Own product site for the presentation of games/products ✓ Integration of own live streams / events in the official gamescom schedule (possibility for push message for registered users) ✓ Embedding of videos on demand and live streams into the central video player ✓ Findability via elaborated search function (including company name and name of the games/products) <hr/> <p>Highlighting of content on theme sites (game genres, esport, family & friends, cosplay, campus, merchandise...)</p>	 <p>Editorial selection</p>
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	<p>Coordination of appointment slots for own formats if required</p> <ul style="list-style-type: none"> ✓ Confidential advice on choosing the perfect time for your own formats 	
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	<p>Possibility of placement in gamescom formats (gamescom: Opening Night Live, gamescom: Awesome Indies, gamescom: Best Of Show, gamescom: Daily Shows and gamescom studio)</p> <ul style="list-style-type: none"> ▪ Free placement of exclusive content after selection by editorial staff ▪ Paid advertising placement 	<p>More information & contacts</p>
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	<h3>PRICING</h3>		
<p>GLOBAL GAMES REVENUE*</p>	<p>0 - 10m</p>	<p>10m - 1bn</p>	<p>> 1bn</p>
<p>PACKAGE COST</p>	<p>€ 300</p>	<p>€ 15.000</p>	<p>€ 40.000</p>
<p><small>*The turnover is based on the turnover generated by the company in the last financial year. There is an exception to this rule for companies whose business purpose is only partially games-related. Here, the turnover of the games-related division(s) of the company counts.</small></p>			

Requirements:

To achieve more together, it is necessary to concentrate all activities more on the gamescom period. Therefore, for example, no product presentations/events may take place before the gamescom: Opening Night Live on 27.08.2020 at 10 pm. Preparatory activities, preliminary reports, press conferences with embargo until the specified time, teasers and similar are excluded. No integration of publishers/developers without official partnership in own activities/events possible.