

gamescom latam

30 April – 4 May 2025

Anhembi | São Paulo | Brazil



about latam

consumer market

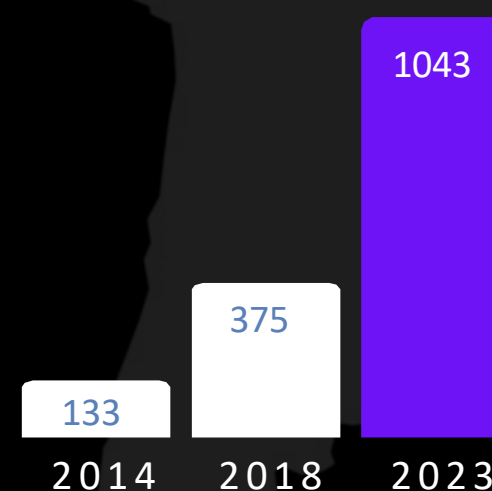
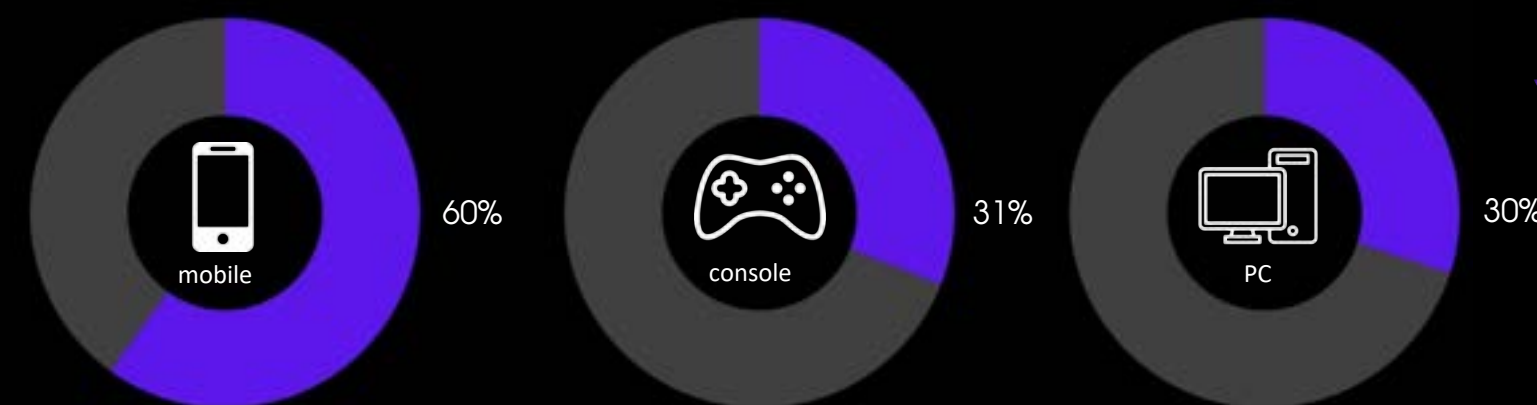
Brazil

- 101mi players, 5th in the world
- 80% of Brazilians are gaming enthusiasts!
- US\$ 2.7bi on gaming revenue

Latin-America (including Brazil)

- 306 million players
- 82% play regularly
- 80% spend money on games (vs 69% world average)

How consumers play in Brazil



Game studios in Brazil

production market

- 1,000+ studios in Brazil alone
- Unexplored talent of developers and studios
- Favorable exchange rate
- Convenient time zone between USA and Europe

about gamescom latam

content partners in 2024:



+ 70 publishers showing games at the B2C area

+ 200 publishers and **+ 700 studios** at the business area

gamescom latam is the combination of gamescom, the biggest gaming event in the world, with BIG festival, the major gaming festival in Latin America. BIG Festival happens since 2012 and is already the biggest business center for the gaming industry in Latin America. It is also the biggest independent games festival in the region. Now, with gamescom, it becomes one of the most important gaming events in the world!

about gamescom latam

O&CO

gamescom latam
BIG FESTIVAL

omelete

THE ENEMY



CCXP

Omelete Company is also part of gamescom latam.

Omelete Company is the biggest independent entertainment company in Brazil, and comprises The Enemy (number one gaming portal in the country), Omelete (biggest pop culture/geek portal in Brazil), Gaules (world's number one gaming streamer), and CCXP (world's biggest comic con).



the biggest games festival in Latin America

in 2024

+100,000 in person

+5.7 million online

124 exhibitors and

co-exhibitors from

66 countries



the biggest business hub for the industry in Latin America

IN 2024

1,020

companies in the
business area

636 - Brazil

145 - Latin America (minus Brazil)

110 - North America

99 - Europe

30 - Asia & Middle East

+160

hours of talks

+1,900

industry professionals
In the business area

+ US\$ 200MM

In business prospects





is born as one of the biggest game events in the world

The event is held in conjunction with game, the Association of the German Games Industry, which counts - among its almost 500 members - the world's leading publishers, including:



2013
4 K

2014
6K

2015
8K

2016
10K

2017
13K

2018
15K

2019
20K

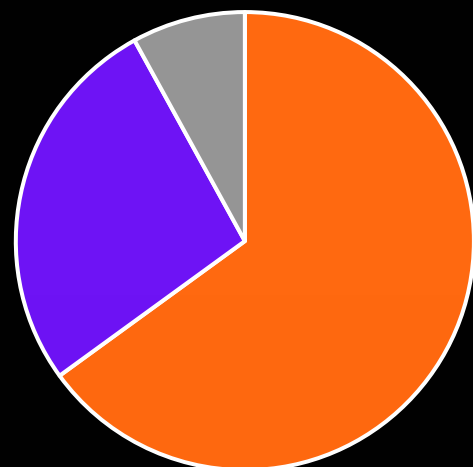
2022
30K

2023
50K

2024
100K

2025
150 K
estimate

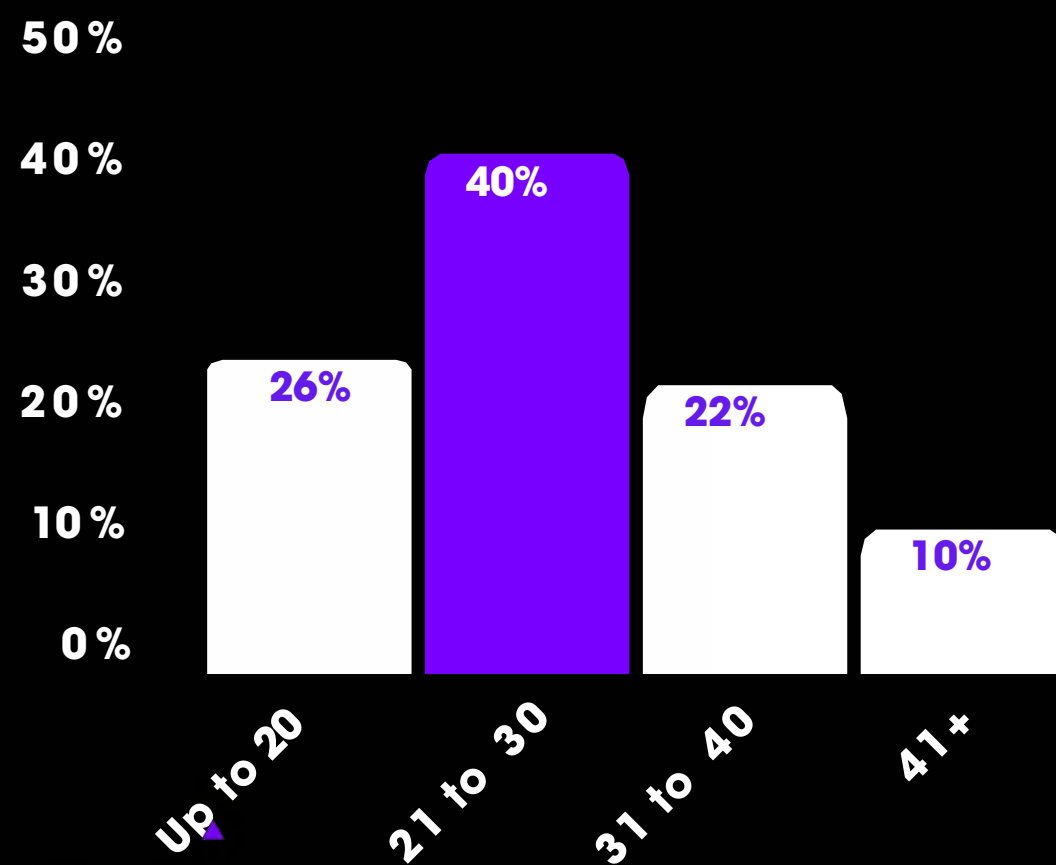
audience



65%
men

27%
women

4% LGBTQIAPN+



+40%

between 21 and
30 years old.



event schedule

| | APRIL | | MAY | | NEXT 5 MONTHS |
|------------------------------|--|--------------------------------|---|--|----------------------------|
| | 30 | 1 | 2 | 3 | 4 |
| B2B | (afternoon only) countdown + VIP mixer | In person business meetings | | Online business meetings (online matchmaking platform is open from May to October) | |
| Speaking sessions | B2B focused | | B2C focused | | |
| B2C | | | Games and experiences | | |
| | | | Online Games + live streaming of selected keynote sessions | | Games + Online sessions |



the best venue in Latin America

Anhembi District

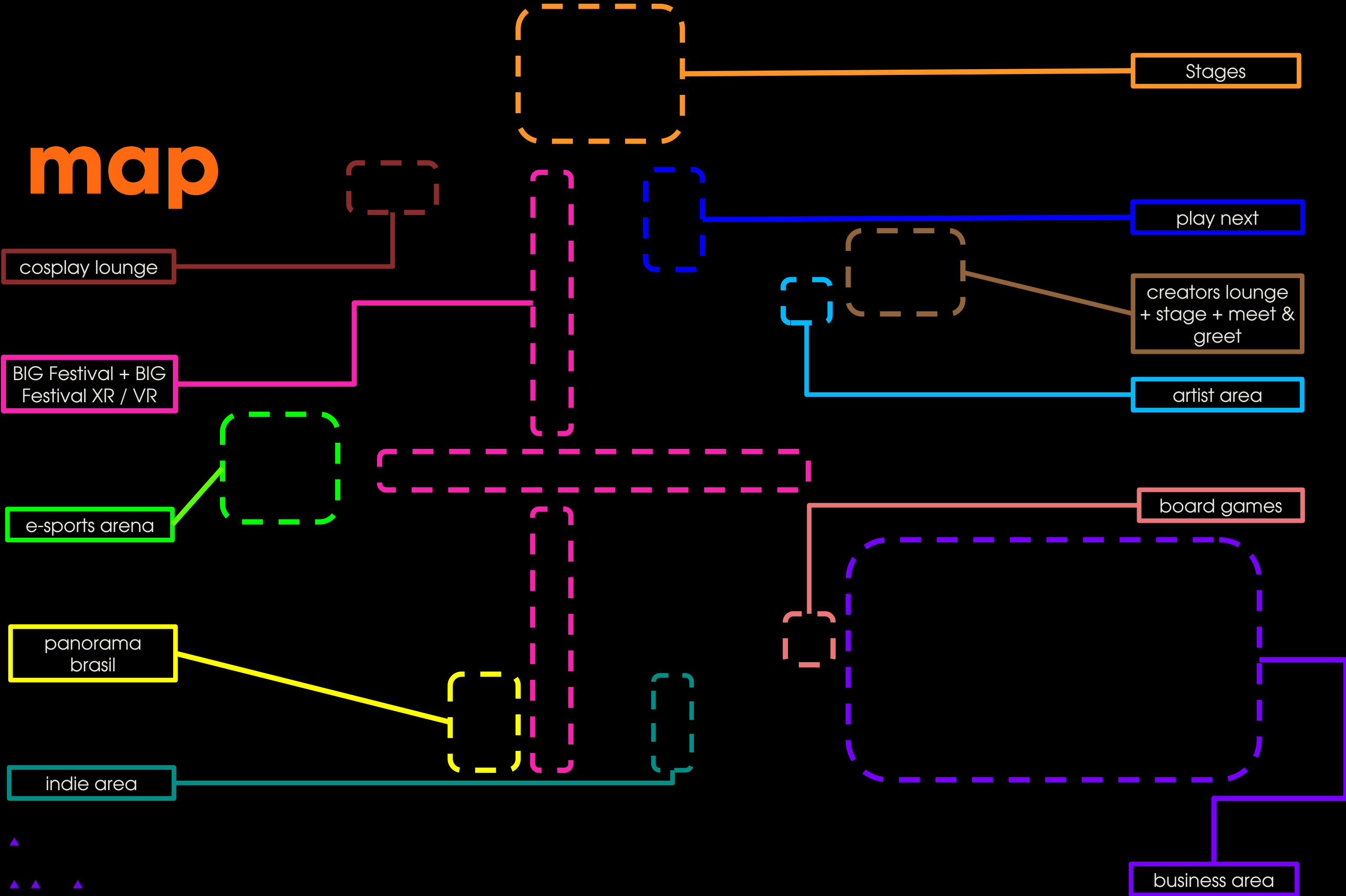
São Paulo | Brazil

30 April – 4 May 2025



event map

50K sqm!





gamescom latam countdown

special program made
on the VIP day, with
simultaneous online
transmission,
announcing the main
game releases.

Live results

+650K

views



journey stage

(1, 2 & 3)

See also:

- [2024 program](#)
- [2024 keynote speakers](#)



what they say



SHUHEI YOSHIDA

Chief of indies initiatives at
Sony / Playstation

The biggest challenge for independent developers is getting their games seen by users, media and publishers. BIG Festival offers an incredible opportunity for Brazilian and Latin American developers



CHRIS WREN

XDS chief at EA

This looks just like GDC. It is absolutely fantastic!



**ANASTASIA
SOLONOVICH**

Business manager
at Tilting Point

The BIG Festival can have a significant impact for people who are eager to learn more about how to leverage and have more opportunities for growth.



JUSTIN SOUSA

Global Head of Developer
Community at Roblox

The importance of BIG Festival both locally and globally is this connection that people have here with users and developers. It is a very important opportunity for both sides to come together



DAVID BREVIK

Skystone Games CEO,
Diablo creator

BIG Festival is important for the Brazilian market and the world in general. We have new and unique experiences, a different cultural view of some things. It is an important ally not only for the gaming industry – but for the world!

| ON SITE PACKAGES | DIAMOND SUPPORT | MASTER SUPPORT | GOLD SUPPORT | SILVER SUPPORT |
|---|--|--|--|--|
| PRESENCE: | | | | |
| Brand in the event (see details below) | In the venue + logo on the website and platform business form + EXTRAS | In the venue + logo on the website and business platform | In the venue + logo on the website and business platform | In the venue + logo on the website and business platform |
| Brand on the portico at the entrance of the business area | Yes | Yes | No | No |
| Business area booth | 22.5 sqm assembled (or 40 sqm of floor space) | 15 sqm assembled (or 20 sqm of floor space) | 7.5 sqm | - |
| COMMUNICATION: | | | | |
| Newsletter with sponsor content sent to gamescom latam mailing list (business only) | 2 shared newsletters featuring the supporter | 2 shared newsletters, 1 of them featuring the supporter | 1 shared newsletter | - |
| Exclusive boosted posts on one of gamescom latam social medias (we will choose the best one according to our experience) | 3 posts | 2 posts | 1 posts | 1 post |
| RELATIONSHIP: | | | | |
| Business tickets (access to the business area and business meetings) | 15 normal + 5 with welcome mixer | 7 normal + 3 with welcome mixer | 3 normal + 2 with welcome mixer | 3 normal + 1 with welcome mixer |
| Keynote (upon approval of gamescom latam's curators) - live broadcast and recording NOT included - extra fee for the recording of the session | 35 min (guaranteed livestream) or 50 min + logo on the identification of session | 35 min + logo on the identification of session | 20 min + logo on the identification of session | - |
| | | | | |
| VALUE* | US\$ 30 548 | US\$ 19 570 | US\$ 11 737 | US\$ 6 313 |

* 20% extra for each co-exhibitor

business booths

of support packages

(images shown are for illustration purposes only)

22.5sqm BOOTH



15sqm BOOTH



7.5sqm BOOTH



| BUSINESS BOOTHS BY SIZE | 22.5 sqm Booth (Diamond Support) | 15 sqm Booth (Master Support) | 7.5 sqm Booth (Gold Support) |
|---|-------------------------------------|----------------------------------|---------------------------------|
| Back panel with logo/art (sent by customer) | yes | yes | yes |
| Header | 2 | 1 | 1 |
| High table | 2 | 2 | 1 |
| High chair | 6 | 6 | 3 |
| Coffee table | 1 | - | - |
| Armchair | 2 | - | - |
| Electric outlets available energy | 6 outlets 2.25 KVA | 4 outlets 1.5 KVA | 2 outlets 0.75 KVA |
| Counter (1m x 1m) – no lock or key | 2 | 1 | 1 |
| Internet Wi-Fi (the same available to all professionals at the business area) / fire extinguisher / taxes and approvals | yes | yes | yes |

business booths

of support packages
images shown are for illustration purposes only

+ BUSINESS ROOM

STANDARD

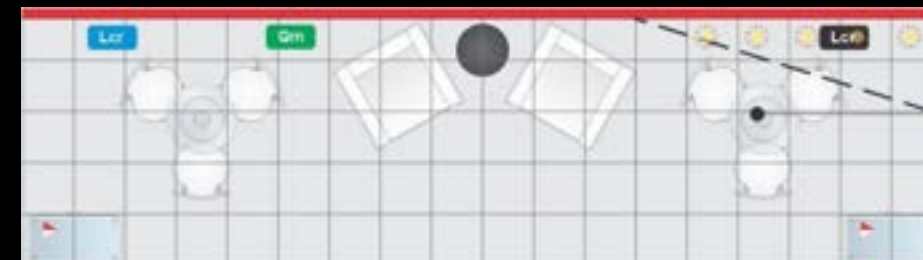
7.5sqm BOOTH
(Gold Support)
no additional fee



15sqm BOOTH
(Master Support)
no additional fee

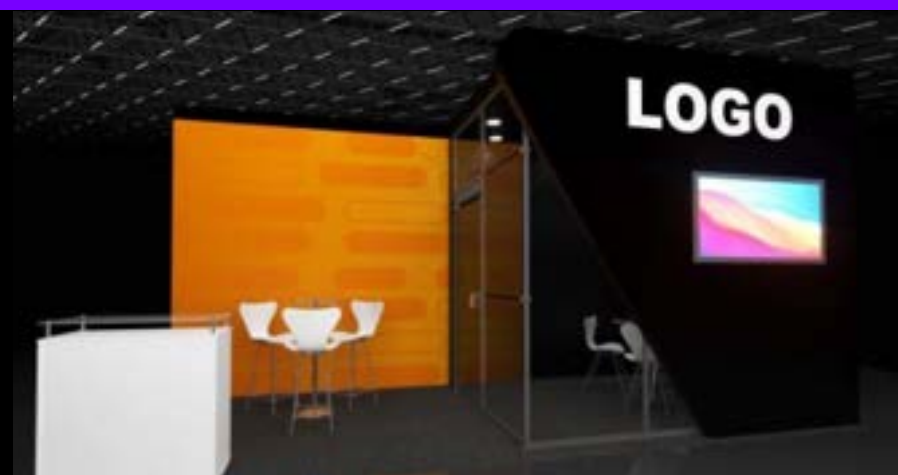


22.5sqm BOOTH
(Diamond Support)
no additional fee

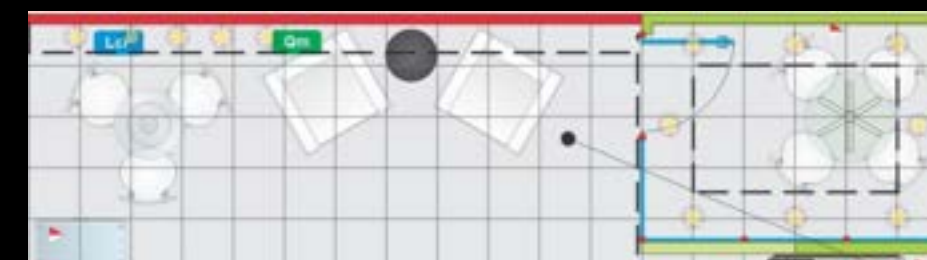
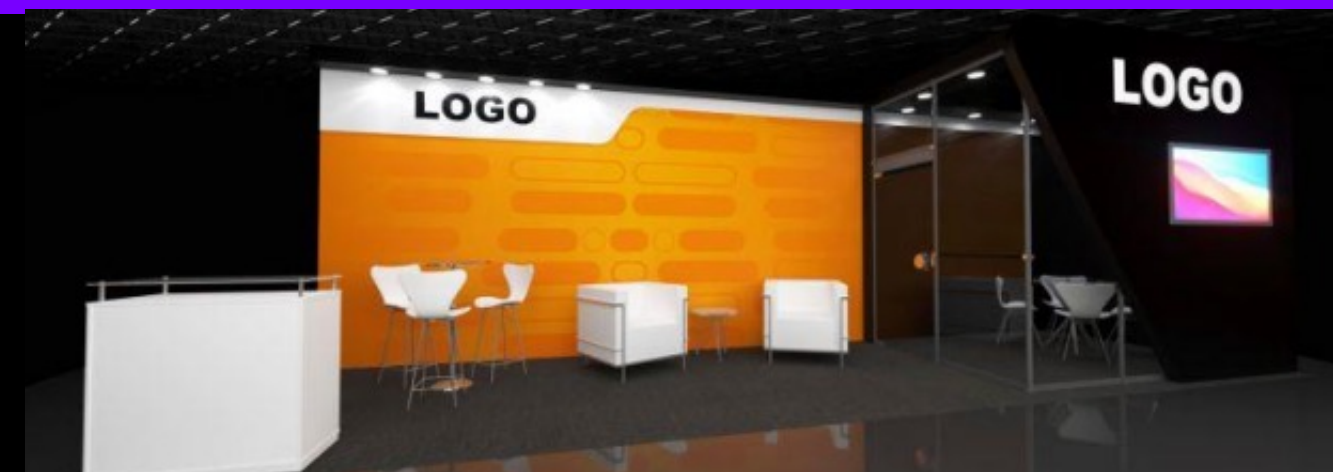


ADDITIONAL: US\$ 4,130

ADDITIONAL: US\$ 4,130



Meeting table + 4 chairs
(Instead of a high table + 3 chairs)



Meeting table + 4 chairs
(Instead of a high table + 3 chairs)

brand presence

of support packages

| BRAND PRESENCE | IN PERSON SUPPORT |
|---|--|
| IN PERSON EVENT: | |
| Brand on the wall at the business area of the event | Exposure according to the level of support |
| Brand on the portico at the entrance of the business area | Only diamond and master support |
| ONLINE EVENT: | |
| At gamescom latam's homepage | According to support level |
| At the website with the program and the speakers | Frequency proportional to support level |

showfloor

for industry player



showfloor on the business area*:

- Regular: US\$ 165 / sqm
- 10% off if also present in the B2C area

showfloor on the b2c area (for industry players):

- Up to 80m²: US\$ 195 / sqm
- Above 80m²: US\$ 165 / sqm

*Presence is mandatory on all days of the event if you purchase space.



non-endemic packages

| MASTER | SUPER SPONSOR | SPONSORSHIP | SUPPORT |
|---|--|--|--|
| <p>360sqm</p> <p>700 B2C tickets</p> <p>Media reinvestment: 15%</p> <p>2 Games: Best Game + Best Brazil</p> <p>All of the items below:</p> <ul style="list-style-type: none"> • BIG Festival • BIG Festival Awards • brazil panorama <p>(IMPORTANT: only 1 master sponsorship)</p> | <p>240sqm</p> <p>400 B2C tickets</p> <p>Media reinvestment 10%</p> <p>2 Games (Awards ceremony)</p> <p>Sponsored sketch on stage</p> <p>One of the following</p> <ul style="list-style-type: none"> • e-sports arena • play next • consoles panorama • journey stage • quest stage • countdown • gamescom latam lounge <p>(or 2 Sponsorship deliveries)</p> | <p>120sqm</p> <p>200 B2C tickets</p> <p>Media reinvestment 7%</p> <p>1 Game (Awards ceremony)</p> <p>One of the following</p> <ul style="list-style-type: none"> • business area • business meetings • BIG Festival vr/vr - sold • game jam • cosplay lounge • creators lounge • meet & greet • Food court • gamescom latam online <p>(or 2 Support deliveries)</p> | <p>60sqm</p> <p>100 B2C tickets</p> <p>Media reinvestment 5%</p> <p>One of the following</p> <ul style="list-style-type: none"> • jobs and careers • (within supporter's booth) • artist area • board games • indie area • arcade • org village • welcome mixer (NON-EXCLUSIVE) • panorama xr/vr • event's gamification • accessibility |
| Sold | Consult us | Consult us | Consult us |
| Right to press conference + blocking of the segment of the sponsor | | Right to press conference | PARTICIPATION Consult us |

other options

- Mixer in exclusive places
- Video shown during keynote breaks
- Coffee breaks
- Happy hours
- Equipment
- KVAs Extra
- Extra Internet, cabled and wifi - by MB
- Exclusive cleaning, security and receptionist team for your booth
- Indie booths
- Custom projects and activations

- business area tickets
- (the support packages already come with business tickets!)

Consult us

- R\$ 864 online (≈ US\$ 160)*
- R\$ 1836 in person + online (≈ US\$ 340)*
- R\$ 2376 in person + online + welcome mixer (≈ US\$ 440)*

consultancy

| BUSINESS CONSULTANCY | ALONGSIDE BUSINESS PACKAGE | WITHOUT BUSINESS PACKAGE |
|--|----------------------------|--------------------------|
| COMPANY SCOUTING: | | |
| We'll select up to 10 companies with the best possible match with what you're looking for! * | US\$ 2 500 | US\$ 4 100 |
| MEETINGS FOR YOU: | | |
| We will select up to 10 key companies and arrange meetings for you! * | US\$ 3 500 | US\$ 6 300 |
| GAME SELECTION: | | |
| We will select up to 10 games based on your needs.* | US\$ 4 000 | US\$ 7 500 |
| VIP WALKTHROUGH: | | |
| A VIP treatment, where we'll prepare everything for you: selection of up to 10 games, selection of up to 10 companies, sitting with you in up to 10 meetings with companies so that you can get the best possible deal. * | US\$ 7 400 | US\$ 13 850 |
| * Depending on how specific you get, we might not be able to find 10 companies or games, but we will definitely find everything that is possible within gamescom latam and BIG festival network - which is for sure the biggest in the market. | | |

**Consult us about
customized packages
for your company**

influencers

partner influencers

gamescom latam has a specific area for influencers who connect with the games industry. In 2024, there were more than 1,200 partner influencers, totaling more than 700 million followers. They promote the event as a whole, but they can also promote your products!

activations with influencers

For an additional fee, you can activate dozens or even hundreds of influencers present at gamescom latam. Influencers will promote your products during the event.

INITIAL PACKAGE: US\$ 4,700

- **Where?** The activation will take place in the gamescom latam creators lounge, which is the VIP area for event influencers, or in your own booth (if you have one)
- **When?** During one of the event days
- **How long does it last?** Approximately 1 hour
- **What is it?** We will invite influencers to participate in an exclusive activation (a new game to play, branded giveaways, skip-the-line access to an experience at your booth, etc.)*
- **What do we guarantee?** We guarantee the participation of at least 3 influencers in the activation, with a minimum of 1 million followers (adding up the followers of all influencers). The number of posts and views varies greatly depending on the product, but we will work to generate very high engagement.

* Any promotional material or giveaway must be provided by the sponsor.

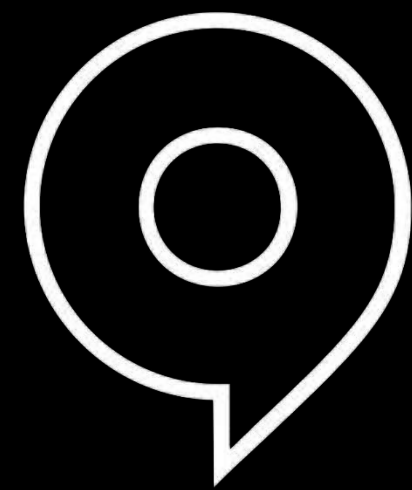
OTHER SERVICES THAT CAN BE HIRED: Consult us

- Activations with more than 3 influencers guaranteed
- Campaigns with influencers before, during and after the event
- Custom activations for your brand and products

GAULES

Biggest e-sports
streamer in the world
+ 4M ON TWITCH





**gamescom
latam**

Thank you.