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#gamescom2021

gamescom 2021 expands offer for indies

Expanded offer means all indies can participate in gamescom 2021 +++ Inclusion in gamescom now and Indie Arena Booth Online via Arcade Station +++ Plus the possibility to participate in gamescom shows, use the gamescom brand, be part of the Steam event and more

During gamescom 2021, the entire gaming community will come together on gamescom now. It goes without saying that this is also the place for all indie developers. Since the curated registration phase of the Indie Arena Booth Online (IAB Online for short) is over, all other indie studios will also have the chance to be part of gamescom 2021. The new indie offer at a very attractive price gives developers many possibilities to bring their games to the community effectively and with a broad reach - including use of the gamescom brand, an arcade station at IAB Online on gamescom now, participation in the official Steam event, and the chance to present their games in the gamescom shows.

For gamescom 2021, the enhanced IAB Online will be exclusively integrated on the newly launched gamescom now platform. Both worlds are even more closely linked so indie fans can zero in on content that is exciting for them quickly and easily. In the first phase, the IAB Online team has selected the most exciting indie titles and studios - they can present themselves at large, individually designed virtual booths and benefit from individual support, press contact management or a free ticket to devcom. Now that the registration period for the curated IAB online offer is over, for just EUR 500 all other indies will also have the opportunity to present themselves to the global gaming community during gamescom 2021.

This can be done via an Arcade Station in the IAB Online Arcade Village. Like with the other virtual booths, the Arcade Station allows games to be promoted through demos, trailers, visuals and direct links to the popular sales platforms. An NPC as a direct contact for visitors, inclusion in the IAB online line-up trailer or an extra merch booth are reserved for the studios in the curated offer.

Aside from the Arcade Station, participating indies also receive the following:

- Official status as a gamescom 2021 partner, including being mentioned on the gamescom website and in other communication (if applicable)
- The right to use the gamescom brand during the event period to generate attention for themselves and their games
- The chance to promote themselves and their games in gamescom shows like gamescom: Opening Night Live, gamescom: Awesome Indies or gamescom studio
- The opportunity to participate in the gamescom award (at extra cost) and gamescom Steam event
- The possibility to integrate their live streams in gamescom now during the event



gamescom
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www.gamescom.global

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period and include their events in the official gamescom schedule
- The offer to have their contact details made available to accredited media representatives and creators of gamescom via the gamescom team

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A graphic with the package content at a glance can be found here:

<https://www.gamescom.global/press-creator/multimedia/image-database/images-gamescom/>

Interested indie developers can register via the following link:

<https://www.gamescom.global/for-partners/gamescom-for-partners/indie-offer/>

Participation opportunities for all other companies can be found here:

<https://www.gamescom.global/for-partners/gamescom-for-partners/become-a-partner/>

The devcom Developer Conference 2021 is the best opportunity to present oneself in a business context as well as network and participate in pitch events. It is the go-to place for developers and their ecosystem, and this year features a jam-packed program from August 23-27. What's more and especially exciting for indies: devcom will be hosting the devcom NRW Indie Expo 2021 during the same period - this is where 60 selected playable indie projects will be presented as part of devcom 2021.

Further information about participation possibilities, costs and the full devcom program can be found at: <https://www.devcom.global/ddc-2021/>

The sign up form and further information on devcom NRW Indie Expo can be found here: <https://www.devcom.global/nrw-indie-expo-2021/>

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom 2021 will be held exclusively in digital format from Wednesday, August 25 to Friday, August 27, 2021. On-site events in Cologne will not take place this year. gamescom is jointly organized by Koelnmesse and game - the German Games Industry Association.

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

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