

No. 4 / April 2022, Cologne
#gamescom2022

gamescom 2022: indie area is home to all indie games



gamescom
24.08. - 28.08.2022
www.gamescom.global

In 2022, gamescom isn't just happening online, it is finally on-site in Cologne again too. With the indie area, one of the most popular sections of the community is also on board. Thanks to strong partners like the "Indie Arena Booth" and "INDIE AREA HOME of INDIES" by FACTORY-C, as well as other group organizers, independent developers have more options than ever in 2022 for their presence at the world's largest event for computer and video games and Europe's leading business platform for the games industry, which is being staged in the Cologne exhibition halls again and online from 24 to 28 August 2022.

Your contact:
Franz Peter Mann
Tel.
+49 221 821-2528
e-mail
F.Mann@koelnmesse.de

Individual indies can book a stand area of up to 9 m² in the gamescom indie area via group organizers. In addition to reduced prices for exhibition space for the group organizers, gamescom provides all indies in the indie area with the following services free of charge:

- The prominent promotion of the indie area to all visitors and media
- Usage of the indie area Business Lounge
- Presence on IAB Online as part of gamescom now
- gamescom EPIX community programme
- gamescom Steam event
- The possibility of integration into the gamescom shows gamescom: Opening Night Live, gamescom: Awesome Indies and gamescom studio (editorial staff selects)
- Participation in the gamescom award (at extra cost)

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Furthermore, the mentioned group organizers are offering further services for participating indies. Corresponding information is available directly there. Further partners, in particular regions and countries, have already registered as group organizers or are already showing great interest in organizing group stands in the gamescom indie area.

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Definitely participating are the "North American Pavilion", the Romanian Game Developers Association (RDGA), GameUp! Rheinland-Pfalz, and the indie publisher Hooded Horse Inc.

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Indies should contact the associations and promotional institutions in their regions and countries at an early stage to acquire more detailed information about the planned offers.

Indie Arena Booth

The Indie Arena Booth is the home of independent game developers from all over the globe. It is both a platform for the developers as well as a display window for the colourful and vibrant indie scene. The aim of the Indie Arena Booth is to curate the best indie titles in order to enhance the games and their stories and share these with both gamers and industry professionals. In 2019, the Indie Arena Booth won gamescom's "Best Booth" award, in 2020 it won the "Heart of Gaming" award and the special jury prize at the German Computer Game Awards (DCP). The application deadline for participating in the Indie Arena Booth is 10.05.2022, further information and participation options can be found at <https://indiearenabooth.de/apply>.

INDIE AREA HOME of INDIES by FACTORY-C

The INDIE AREA HOME of INDIES is an initiative of the communication agency FACTORY-C. The agency has been organising trade fairs, conferences, roadshows, promotion campaigns, business and VIP dinners as well as other events in different sections for over 20 years. The agency falls back on an extensive portfolio and network, which focus strongly on "eSports & gaming".

The INDIE AREA HOME of INDIES group stand in the gamescom indie area will enable independent game developers to present their games to the worldwide gaming community. Every studio is warmly welcome to participate without prior application, on a "first come - first served" basis. Further information and the participation possibilities can be found at <https://indie-area.factory-c.com/en/home/>.

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. 2022 gamescom will take place in Cologne and online from Wednesday, 24. August to Sunday, 28. August. gamescom is jointly organized by Koelnmesse and game - Verband der deutschen Games-Branche e.V..

Koelnmesse - industry trade fairs for the gaming sector: Koelnmesse is an international leader in organising trade fairs in the gaming and entertainment segments. Hosted at the trade fair grounds in Cologne/Germany, gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom brings together passionate gamers, trade visitors and exhibitors from across the world with a highly effective approach - in person at the venue and digitally from anywhere in the world. This makes gamescom the premier B2C, B2B and B2G gaming event. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: In Singapore, gamescom asia provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, bringing together the full spectrum of supply and demand.

Further information: <https://www.gamescom.global/the-gamescom/industry-trade-fairs>

Note for editorial offices:

gamescom photos are available in our image database on the Internet at www.gamescom.global/imagedatabase in the “News” section.

Press information is available at: www.gamescom.global/pressinformation

If you reprint this document, please send us a sample copy.

Page

3/3

gamescom on Facebook:

<https://www.facebook.com/gamescom.cologne>

gamescom on Twitter:

<https://twitter.com/gamescom>

gamescom on Instagram:

<https://www.instagram.com/gamescom/>

gamescom on LinkedIn:

<https://www.linkedin.com/showcase/gamescom/>

Your contact:

Franz Peter Mann

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-2528

Telefax: + 49 221 821-3544

E-Mail: f.mann@koelnmesse.de

www.koelnmesse.com