



16 – 19 October 2025

business area: 16 – 17 October • entertainment area: 17 – 19 October

Queen Sirikit National Convention Center, Bangkok, Thailand

**Exhibition & Sponsorship – entertainment area**

A division of



A brand of



Organised By



# Not in the gaming industry?

Boost your brand visibility within the gaming community

gamescom asia x Thailand Game Show is the go-to place for non-endemic brands to reach out to gamers and fans in the Asia Pacific region. From interactive booth activations to attractive swag, to eye-catching venue advertising, and hosting meet & greet with gaming influencers – the possibilities are endless.

Grab your opportunity to connect with and increase your presence in the gaming community!

gamescom  
asia

THAILAND  
GAME  
SHOW



[www.gamescom.asia](http://www.gamescom.asia)



# Examples of Non-Endemic Activations





# Examples of Non-Endemic Activations





# The Heart of Gaming in Asia

After 4 editions in Singapore, gamescom asia moves to Bangkok, joining Thailand Game Show, Southeast Asia's largest and most vibrant B2C gaming showcase.

This merger unites two powerhouse events, bringing together gaming industry professionals, publishers, developers, and fans under one roof at Queen Sirikit National Convention Center (QSNCC), this 16 - 19 October 2025.

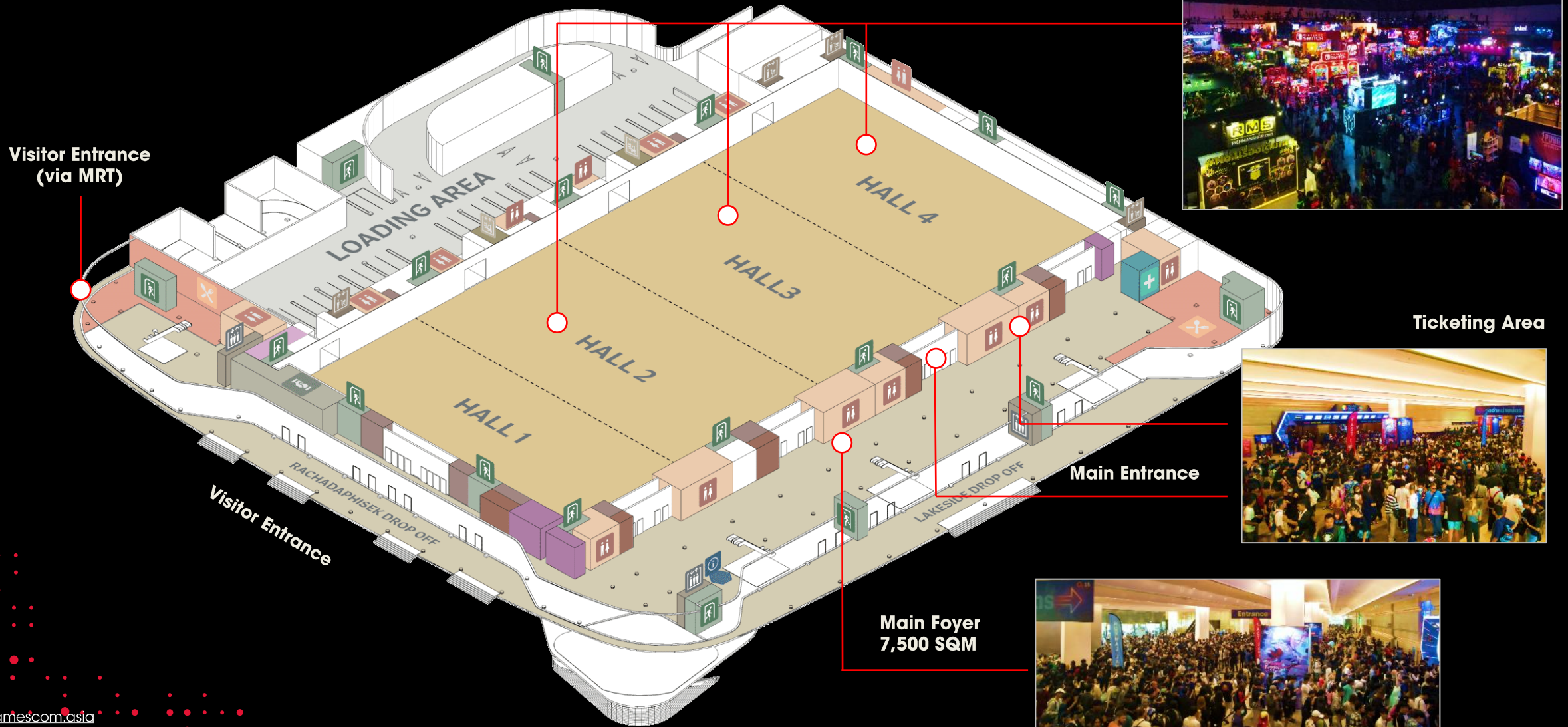
gamescom asia x Thailand Game Show is expected to attract over 190 exhibitors and more than 190,000 visitors from Asia Pacific and beyond, making it one of the largest gaming shows in Asia and the world.





# Venue

## entertainment area - Halls 2, 3 & 4



# gamescom asia x Thailand Game Show at-a-glance

Thursday 16 October	Friday 17 October	Saturday 18 October	Sunday 19 October
<b>primetime</b> Online show featuring premieres			
<b>Conference [B2B]</b> Open to business visitors & media only			
<b>Exhibition - business area [B2B]</b> Open to business visitors & media only			
	<b>Exhibition - entertainment area [B2C]</b> Open to all		

# 2025 forecast

## entertainment area



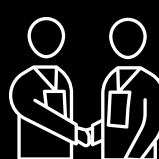
**190K+**

total visitors



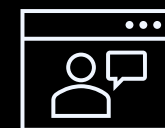
**5K+**

business visitors



**190+**

exhibitors



**3mil+**

online views



**8mil+**

hits on Steam

### entertainment area

**185K+**

public  
visitors



### Public visitors' countries of arrival



Thailand



Singapore



Malaysia



Indonesia

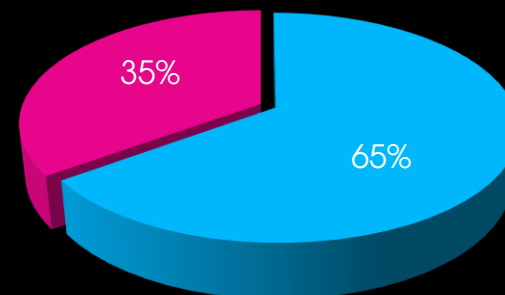


Philippines



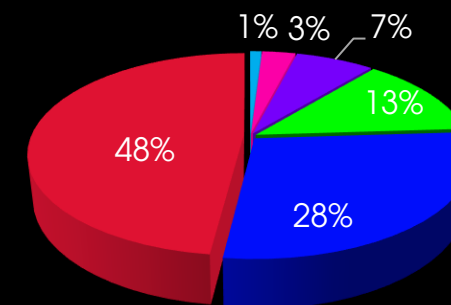
Worldwide

### Gender



Male Female

### Age



Under 13 45+ 35-44  
13-17 25-34 18-24



# Industry & fans in one place



- exhibition (b2b)
- conference
- invest circle
- VIP mixer
- expo stage
- indie area
- b2b party
- pitch competition
- networking area
- gamescom biz (virtual networking platform)



- exhibition (b2c)
- main stage featuring:
  - ▶ esports tournaments
  - ▶ live shows with studios, guests, and creators
  - ▶ and much more!
- indie area
- meet & greet
- cosplay competition
- merchandise area
- retro games area
- board games area
- artist area
- primetime online show
- Steam festival

# Tiered Sponsorship

entertainment area

**Platinum  
Sponsor**

All brands,  
excluding game companies

**Main  
Sponsor**

All brands














**Co-  
Sponsor**

All brands



# Tiered Sponsorship

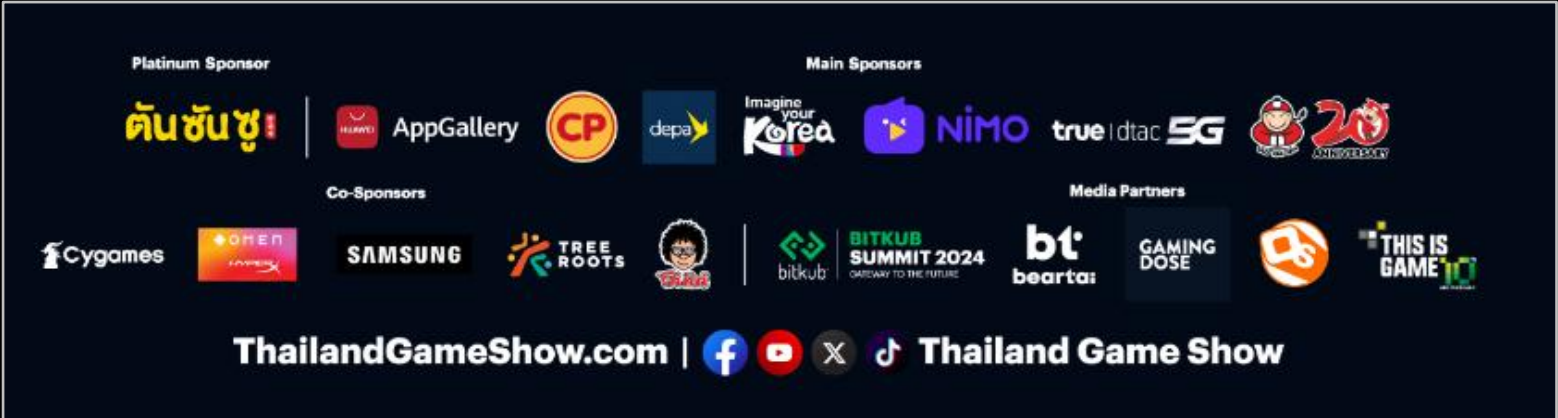
## entertainment area

	Entitlements	Platinum Sponsor (Limited to 4 companies only) THB 1,000,000	Main Sponsor (Limited to 10 companies only) THB 500,000	Co-Sponsor (Limited to 10 companies only) THB 300,000
Brand Awareness	Online Brand Awareness <ul style="list-style-type: none"> <li>Sponsor logo on event website</li> <li>Social media announcement</li> </ul>			
	Onsite Brand Awareness <ul style="list-style-type: none"> <li>Sponsor logo on main stage</li> <li>Sponsor logo on entrance arch</li> <li>Sponsor logo on directory board</li> </ul>			
	Promote sponsor's activation on Facebook	  		
Speaking & Advertising Slots	Grand Opening Keynote Address	2 mins		
	Main Stage Video Ad (on loop during breaks)	30 secs	15 secs	15 secs
	Main Stage Slot	Activation curated by organiser (Fri, Sat, Sun)	30 mins on Sat	30 mins on Fri OR 15 mins on Sun
Additional Benefits	Complimentary Tickets (1-Day Pass, valued THB 200 ea.)	1,000 Tickets	300 Tickets	150 Tickets
	Venue Ad Spaces – Foyer Pole			
	Brand Ambassadors (In Hall)			
	VVIP / VIP Parking	VVIP x1 car / VIP x1 car	VIP x1 car	VIP x1 car
	VIP & Exhibitor Badges, Exhibitor Parking, Polo T-Shirt	by quota	by quota	by quota

All prices subject to 7% Thai Government VAT.

# Sponsorship Benefit

entertainment area



Sponsor logo on website



Sponsor logo on onsite prints



Social media announcement



Main Stage Video Ad (on loop during breaks)



# Sponsorship Benefits

## entertainment area



Main Stage Video Ad (on loop during breaks)



Main Stage Slot



Complimentary Tickets  
[1-Day Pass, valued THB 200 ea.]



Venue Ad Spaces – Foyer Pole  
[Platinum Level]



Brand ambassadors in entertainment area  
[Platinum Level]

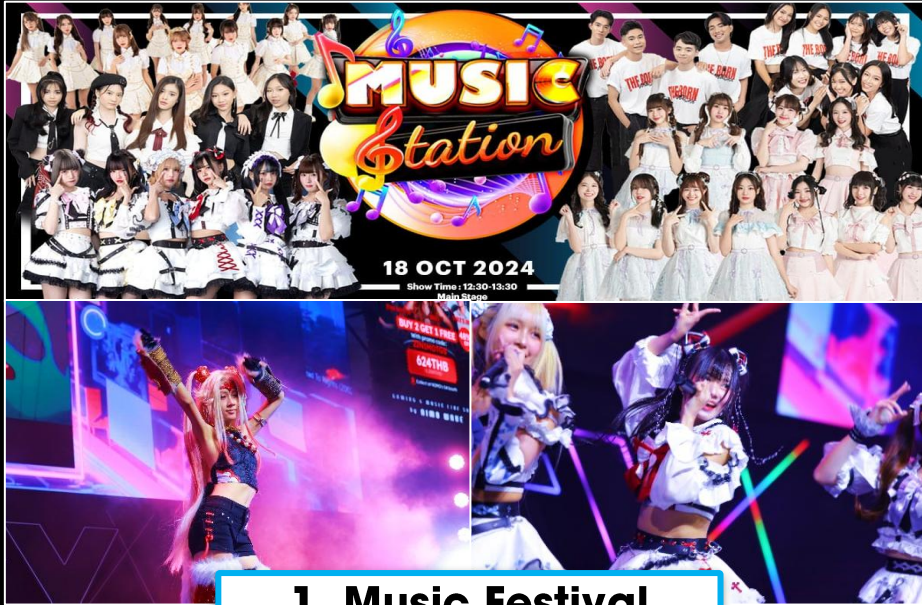


Main Stage Slot [Platinum Level]  
(activation curated by organiser)



# Sponsorship Benefit

Main stage activities for platinum sponsor



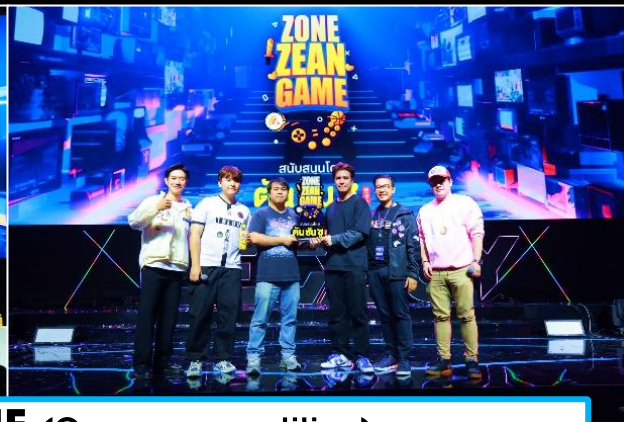
1. Music Festival



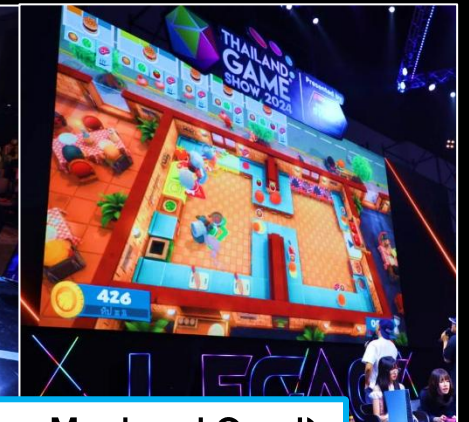
3. Cosplay Contest



2. ZONE ZEAN GAME (Game competition)



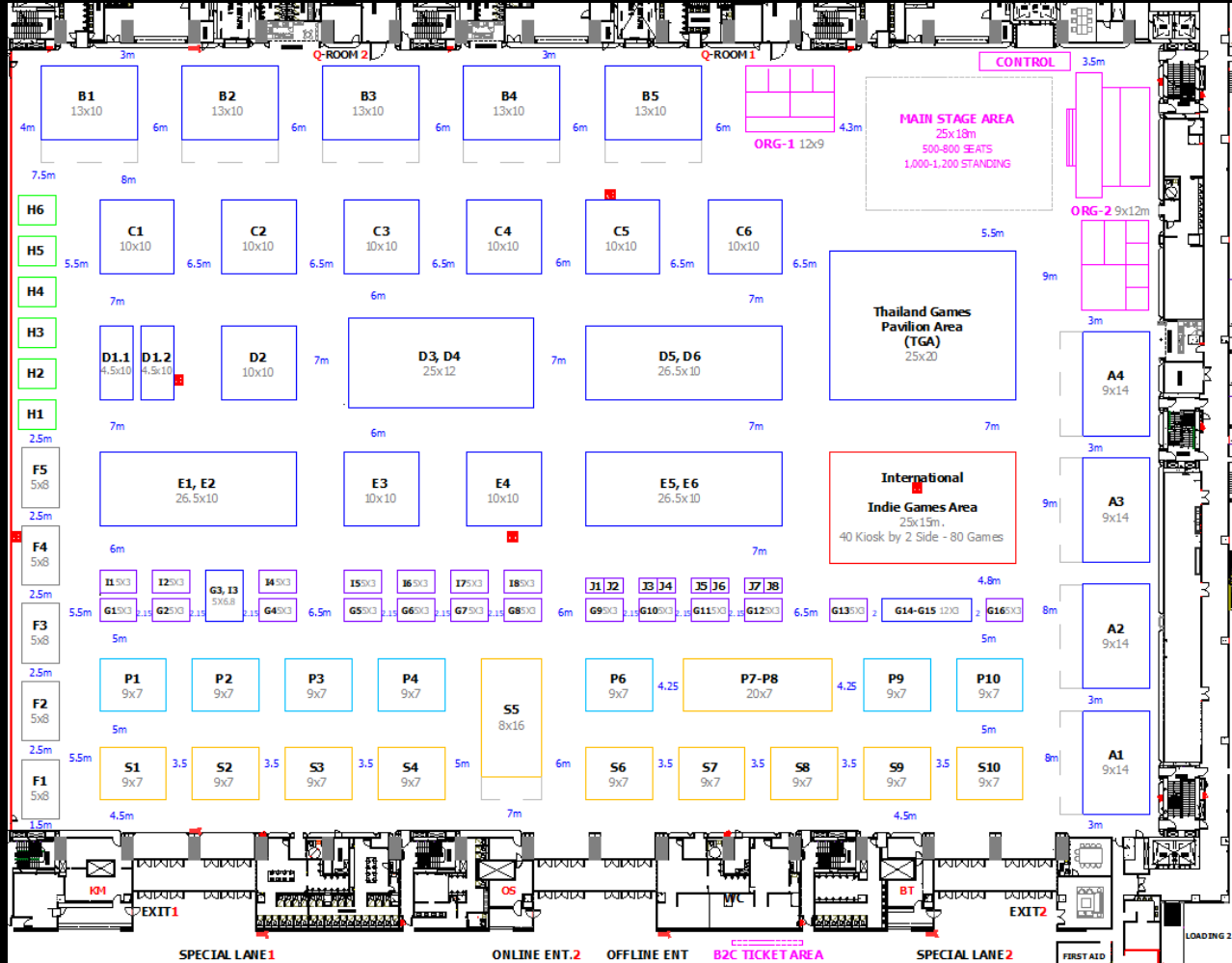
4. OS On Stage (Influencer Meet and Greet)





# Exhibiting Options

## Floorplan



NO.	BOOTH POSITION	AREA TYPE: (CONDITION)	SIZE (METER)	SIZE (SQM)	INVENTORY (SPACE)	PRICE (THB)
1	A1-A4	Raw Space Game Related 70% of Booth	9x14	126	4	1,260,000
2	B1-B5	Raw Space Game Related 70% of Booth	13x10	130	5	1,300,000
3	C1-C6	Raw Space Game Related 70% of Booth	10x10	100	6	1,000,000
4	D1-D6	Raw Space Game Related 70% of Booth	10x10	100	6	1,000,000
5	E1-E6	Raw Space Game Related 70% of Booth	10x10	100	6	1,000,000
6	F1-F5	Raw Space All Category	5x8	40	5	400,000
7	G1-G16	Raw Space All Category	5x3	15	16	150,000
8	H1-H6	Raw Space F&B for Gamer	5x4	20	6	200,000
9	I1-I8	Shell Scheme (Game, Online Product, Platform) Includes production	5x2	10	8	180,000
10	J1-J8	Shell Scheme (Artist, Toy, board game, Souvenir) Includes production	2.5x2	5	8	80,000
11	S1-S10	Main Sponsor Plus Raw Space/ All category	9x7	63	10	1,130,000
12	P1-P10	Co-Sponsor Plus Raw Space / All category	9x7	63	10	930,000
13	indie area	indie area Includes production	-	-	80 kiosks	1 side 27,000 2 sides 52,000

### PLEASE NOTE:

Floorplan is subject to change without prior notice

5% discount\* off the standard rate applicable to exhibitors of gamescom asia/Thailand Game Show 2024

\*not applicable to indie kiosk booth type

### PLEASE NOTE:

The standard price for raw space is THB 10,000/sq.m

All prices subject to 7% Thai Government VAT

# Online Activation

## primetime



The ultimate platform for your newest game drops, world premieres and never before seen trailers. primetime is the highly anticipated gamescom asia x Thailand Game Show main live show available as a global broadcast across major streaming platforms. Think unparalleled exposure for your latest announcements.

- 2 mins: **THB 520,000**
- 3 mins: **THB 780,000**
- Ad (30 secs): **THB 390,000**

Streaming Platforms: YouTube, Facebook, Twitch

Languages: English, Thai, Bahasa Indonesia, Vietnamese

Expected Reach: 3 mil+ cumulative online views

*^Subject to availability – content subject to approval by the organiser  
All prices subject to 7% Thai Government VAT*



# Ready to Get Started?

Get in touch with us for more information or to explore custom packages tailored to your needs!

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Exhibition and Business Matching Department  
The Thai Chamber of Commerce