

GUIDE
COMMUNICATION TOOLS
PGW 2024
EXHIBITORS

#PGW

COMEXPOSIUM

parisgamesweek.com



SUMMARY

 **Trade show key figures**


 **Business**

 **Visibility**

 **Experience**

PARIS
GAMES
WEEK



 The world's largest video game trade show

 A community of over **800,000** subscribers


+ 1 in 2 visitors makes a purchase 

Average shopping basket : **€108**

EXHIBITORS : 
Manufacturers
consoles & PC
Publishers
Studios & accessory makers

- Presenting new products
- Games 2025 preview
- Technological innovations



 **VISITORS : 76%** come to discover new products

 **More than 170,000 contacts** in our database

BUSINESS



**OPTIMIZE
YOUR BUSINESS**



**BOOST
YOUR STAND TRAFFIC**



**AND GENERATE LEADS
ALL YEAR ROUND**



BUSINESS



A text insert in one of the show's newsletters

— INSERT IN PRE-SHOW EMAILING —

1 TEXT : 150 to 180 characters **maximum** (*including spaces*)

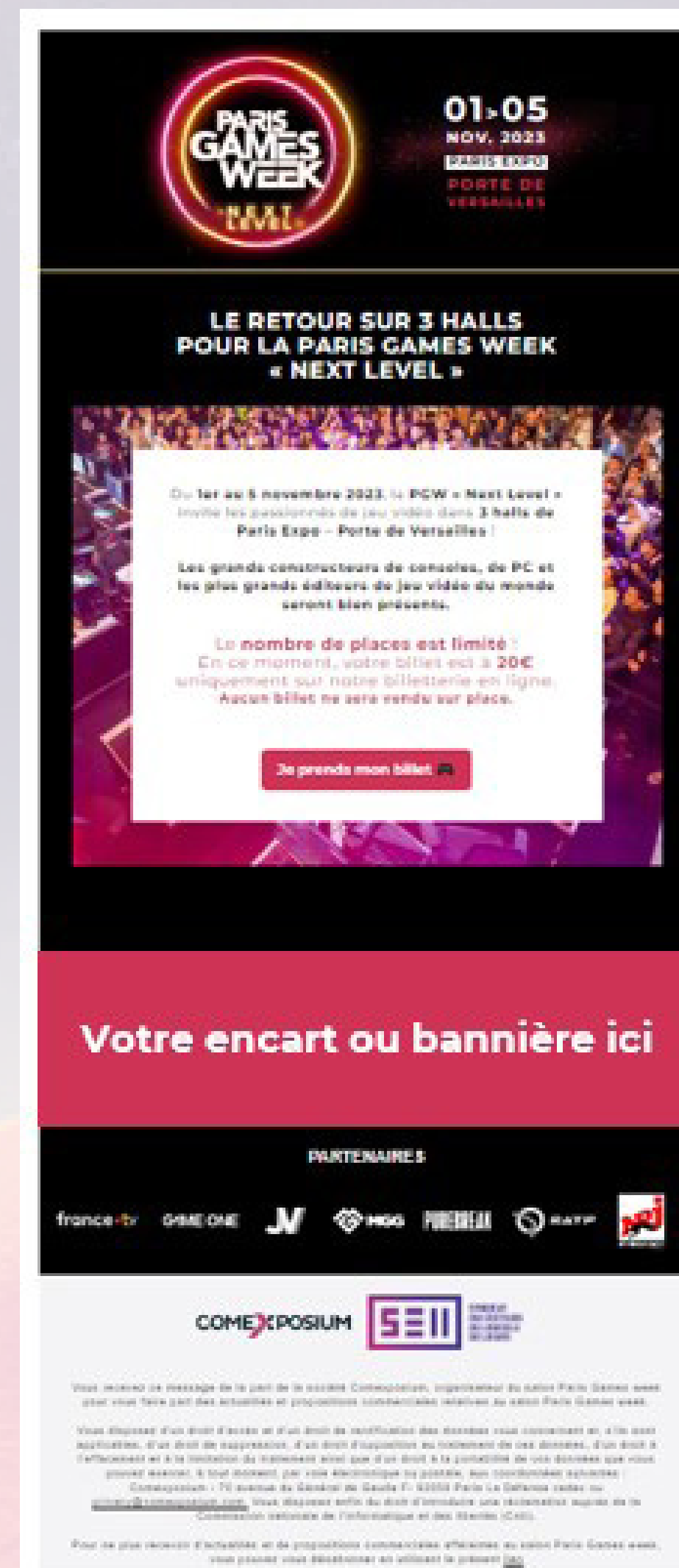
1 CTA of 30 characters **maximum**

1 IMAGE : 150 x 150px in jpg format and 20 kb **maximum**

To be supplied 15 days **before dispatch**

Offer limited to 5 advertisers

1500 € EXCL.





A banner on one of the show's newsletters

— Banner in emailing **BEFORE** the show —

FORMAT : 640 x 100 px (*jpeg, png or gif*)

To be supplied 15 days **before dispatch**

Offer limited to 5 advertisers

1500 € EXCL.



1st position in the online catalog

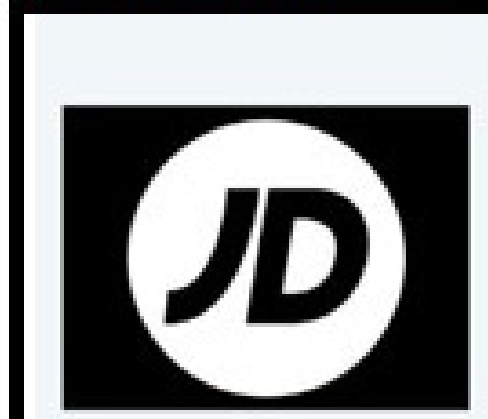



— Prominence in online catalog : 1st position —

Take advantage of the PGW website traffic (**over 1,350,000 visits in 1 month**)
by increasing your company's visibility on the exhibitor page.

Offer limited to 1 advertiser

500 € EXCL.

EXPOSANTS

 SPODIS SA L'enseigne britannique JD Sports vous propose le meilleur de la mode	 GAMING CAMPUS Gaming Campus est le 1er campus étudiant en Europe exclusivement	 ATYPIQUE STUDIO	 LUMIHEART L053 9
---	--	---	---



TOP pages banner

Increase **your brand awareness, traffic to your website** throughout the year, and **the number of visits to your stand** during the show, thanks to a banner on the **TOP** pages of our website (*excluding the home page*).

VISIBILITY FOR 1 MONTH.

Offer limited to 5 advertisers

1500 € EXCL.



Home page banner

Increase **your brand awareness, traffic to your website,**
and **the number of visits to your stand** during the show, by highlighting
your brand **before, during** and **after** the show on the main page of the website.

VISIBILITY FOR 1 MONTH.

Offer limited to 5 advertisers

2000 € EXCL

VISIBILITY



BECOME MORE VISIBLE



ATTRACT ATTENTION



**ENHANCE
YOUR BRAND IMAGE**



**AND STAND OUT AMONG
YOUR COMPETITORS**





Sampling

Showcase your brand and attract visitors as soon as they enter the show
with **attractive and original communication !**

Distribute your samples or products at the main entrances
(*or at a choice of entrances*) and reach over **200,000 enthusiasts**
directly at the heart of the event.

Offer limited to 10 advertisers

On quotation

VISIBILITY



**Logo on the show floor plan
(fixed + interactive)**

**Increase the number of visits
to your stand with an essential tool visible
to all visitors !**

**Your logo on the show floor plans
(fixed + interactive)**

Offer limited to 3 advertisers

1500 € EXCL.





Visibility of brand logo outside the bill of materials on stand

**Highlight a brand logo
on your stand.**

1000 € EXCL.



Product placement - VIP Club / Social corner ...

Sponsor one of the show's areas and position your brand in a showcase of unrivalled visibility to reach **VIPs, designers, reporters** and **journalists** attending the show.

Offer limited to 3 advertisers

5000 € EXCL.

VISIBILITY



Sponsoring interactive terminals

Your logo on all the interactive kiosks and orientation maps at the show.

Offer limited to 1 advertiser

On quotation





Visibility pack

Increase your brand **awareness**, traffic to your **website** throughout the year, and **the number of visits** to your stand during the show, by featuring your brand **on the TOP pages of our website** (*excluding the home page*).

+

Increase the number of visits to your stand with an essential visitor tool visible to all visitors!

Your logo on the show's interactive orientation maps

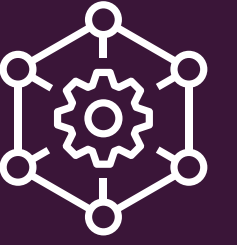
+

Banner in emailing **BEFORE** the show
Format : 640 x 100 px (*jpeg, png or gif*)
To be supplied 15 days **before dispatch**

Offer limited to 1 advertiser

3500 € EXCL.

EXPERIENCE



**AMPLIFY THE VISITOR
EXPERIENCE**

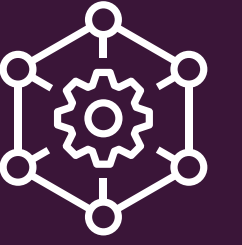


MAKE AN IMPRESSION



**AND ENGAGE
YOUR COMMUNITY**





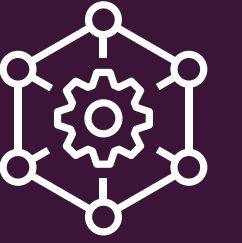
Non-nomenclature brand activation on stand

Highlighting a non-nomenclature brand on your stand during a special operation.

Between 30 min and 1H30 of activation - *if more, please contact us.*

2250 € EXCL.

EXPERIENCE



Animation zone sponsorship

Sponsor one of PGW's flagship zones !

PGW Junior, Creator Lounge, Cosplay Village,
Esport & Sport Village.

On request





A dedicated team ready to work with you
a **customized** communication plan.

For more information, please contact :

Yanis BEZETOUTE

Sales Manager



yanis.bezetoute@comexposium.com



+33(0)1 47 56 32 30

#PGW

COMEXPOSIUM

parisgamesweek.com

