



**gamescom
lan**

19 – 21 February 2027 in Cologne

Skip Ad. Press Start.

gamescom lan 2027

Welcome to gamescom lan 2027, where thousands of gamers willingly trade sleep for glory. If your brand has been trying to reach this elusive audience, congratulations: you've just found them all in one room, fueled by caffeine and pure passion.

For partners, this is the ultimate marketing cheat code: an unskippable opportunity to natively embed your brand into live streams, creator content, and real-life setups before they can even think about clicking "Skip Ad".

- **3 days non-stop gaming**

for > 3,500 participants

- **>200 content creators**

on-site and live on Twitch, YouTube and TikTok

- **10.4 million views on Twitch**

across all creator channels



Have you met ...?

A clear look at the core demographics

Target Group PC lan ... our lan gamers



72% male
22% female
6% diverse

Age

18-42 years
(Core 18-35)

Personality Traits

Tech-savvy early adopters
Highly engaged consumers
Community-driven mindset
Experience-oriented buyers

Typical Background

Young professionals & students
IT & engineering sectors
High disposable income



Target Group TCG ... our card gamers



68% male
28% female
4% diverse

Age

16-45 years
(Core 20-35)

Personality Traits

Strategic analytical thinkers
Value-conscious brand loyalists
Active community multipliers
Detail-oriented quality seekers

Typical Background

Academics & professionals
Analytical backgrounds
High disposable income



Your next strategic move

Key benefits for brands

The Q1 spotlight



- **The ultimate Q1 class reunion** for the gaming community where fresh budgets meet an uncluttered event calendar.
- **3 days of brand immersion** with tech-savvy digital natives unreachable via traditional ads
- **Direct access to key multipliers** who carry your message into the wider gaming community
- **Deep emotional involvement** turning standard awareness into genuine brand love

The creative playground



- **Unscripted community** moments placing your brand in the spotlight instead of sterile ad slots.
- **Turnkey premium concepts** with absolute flexibility for bold, custom brand innovations.
- **Authentic earned media** fueled by spontaneous on-site content and event Ambassadors.
- **All-in-one campaign delivery** combining physical presence, creators, and Twitch ad spend.

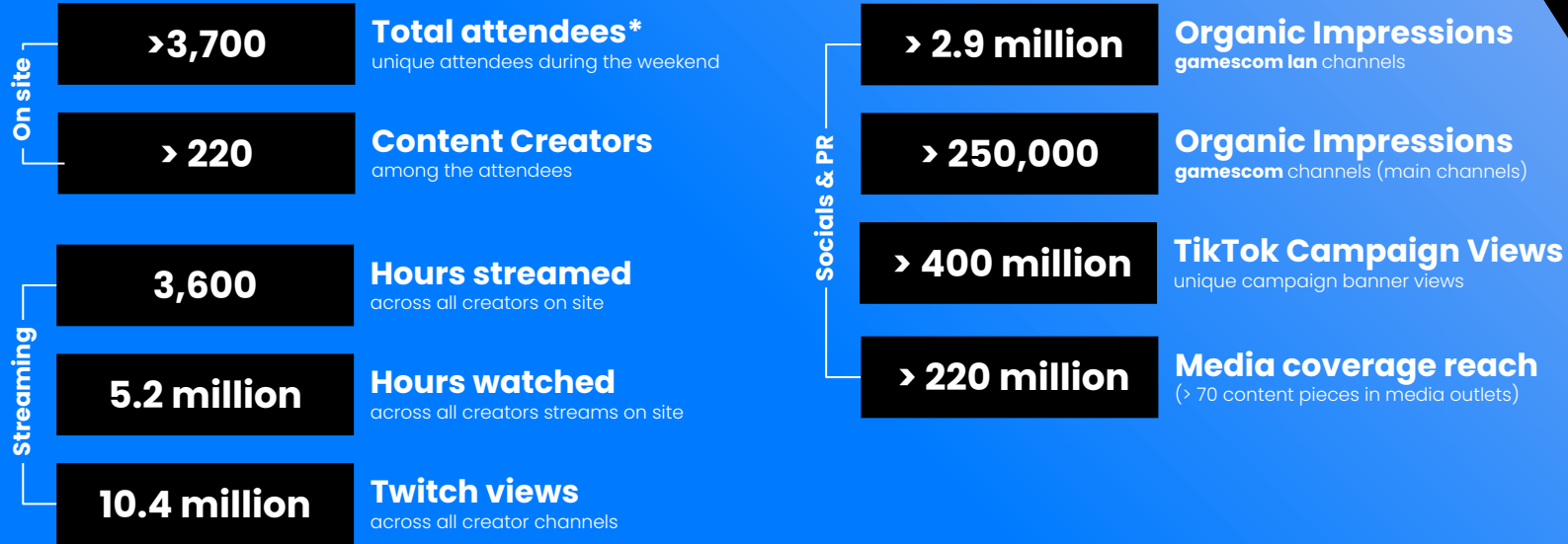
The gamescom ecosystem



- **Year-round brand visibility** by seamlessly linking your August gamescom activities with February.
- **A flexible, lower-barrier gateway** into the gamescom universe with far fewer operational restrictions.
- **Plug-and-play satellite** access in August without the hassle of individual booth construction.
- **Attractive combo pricing** maximizing your marketing budget across both flagship highlights.

Achievement unlocked

The key performance metrics of gamescom lan 2026



*Breakdown: 1,900 PC lan; 1,400 tgc/fighting games area, 340 PRESS PLAY (B2B), 150 Media & Press



We are
happy to
assist with
your creator
bookings.

The ultimate family gathering

Our family album and your guarantee for the next epic gathering

● **DACH elite**
Top-tier talent united

● **#1 Community topic**
of the weekend

The Nest

Empowering the Rising Female Community

The female community at our event is growing steadily, bringing an incredibly positive and vibrant energy to the space. With initiatives like „The Nest“, we are building on this fantastic momentum to ensure women feel completely comfortable, celebrated, and supported. Our clear goal is to continuously champion this upward trend and keep evolving the event as a premium, welcoming space for everyone.

- **Empowering community hub**

Hosted 14 female creators in a dedicated living room lounge, powered by Xbox Game Pass.

- **Authentic brand storytelling**

Activated the unique "Motherbirds" narrative.

- **Overwhelming community love**

Celebrated by creators and female attendees for delivering a uniquely comfortable and empowering event experience.

Case
Study



Inside the venue

Where community, creators and brands meet

PC/Console lan

Hall 2.1, Friday 10am – Sunday 3pm (non-stop)



Trading Card Games & relax area

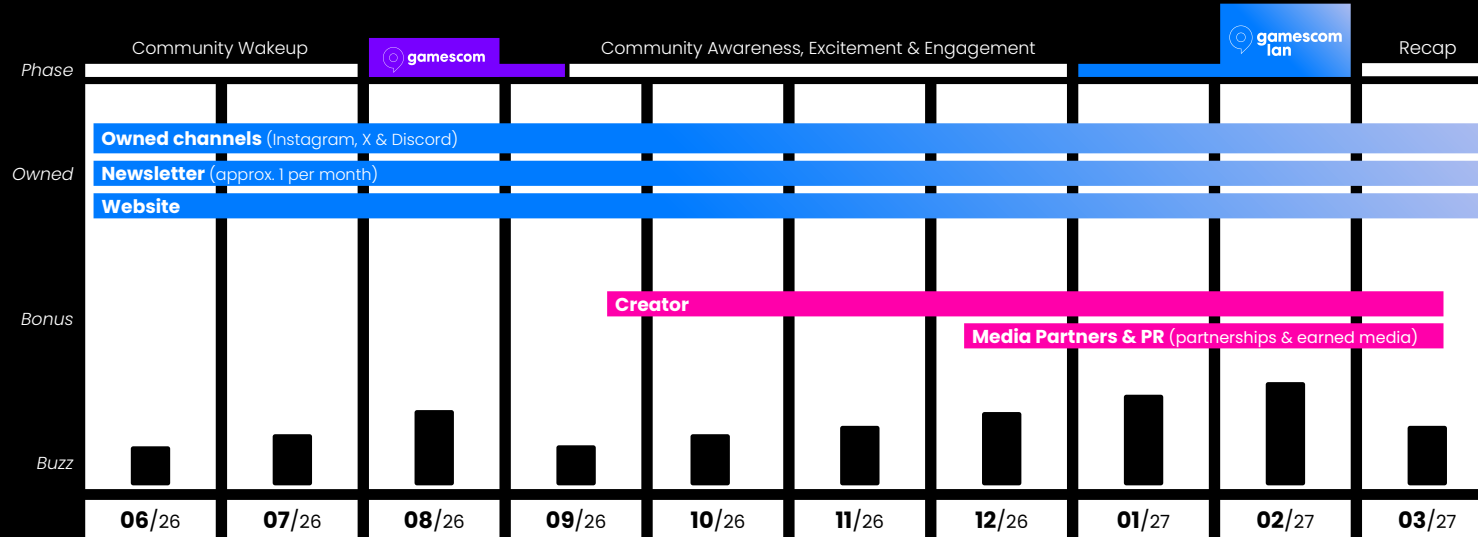
Hall 2.2, Friday & Saturday 10am-11pm; Sunday 10am-6pm



Subject to change.

Our game plan

Unlock visibility across every event phase



This game plan details how we will activate our community, leverage owned channels, and collaborate with creators and media partners to drive continuous buzz leading up to, during, and after our key events.

Choose your impact

Flexible activation formats tailored to your brand's unique goals

Activation spaces: on-site

Where your brand becomes a physical part of the festival experience



Custom Exhibition Booths



Branded Seating Blocks



Stages & Special Areas



Product Sampling



High-Impact Hall Branding



Product Placements



Outdoor & Entrance Experiences

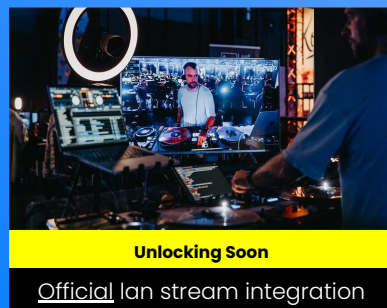
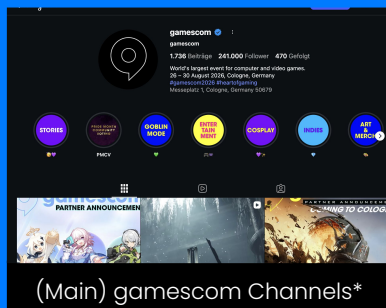
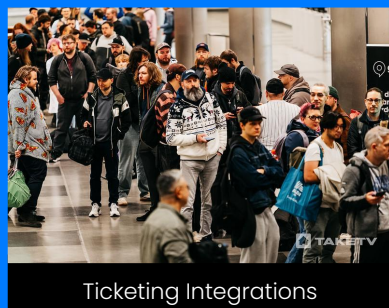
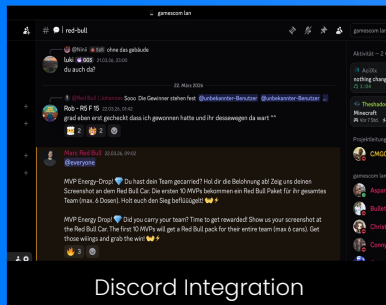
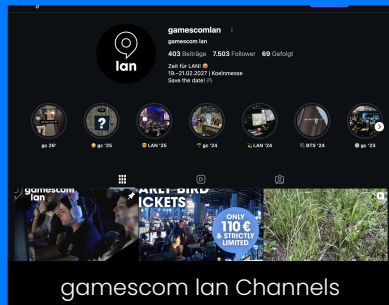


Competitions

Are you
missing
something?
Let's talk!

Activation spaces: digital & media

How to scale your presence and amplify your message far beyond the venue



Are you
missing
something?
Let's talk!

*Subject to availability and approval; upon alignment

**Subject to ambassador exclusivity within the same product category



Spotlight Assets

Creator Backstage

The private retreat for top-tier creators

Welcome to the Creator Backstage—the dedicated home base for creators during gamescom lan. Fully equipped with premium food, great drinks, relaxation areas, and unexpected little surprises, this is the one place where they come to recharge and feel completely taken care of.

Hosting this area makes you the prominent enabler of their entire weekend. You don't just put your logo on a wall. Your brand directly supplies the practical essentials that keep players going. This level of premium hospitality builds something traditional advertising never could: deep, authentic trust and unscripted brand love from the scene's key voices.

● High-Impact Branding

Fully customized space tailored to your corporate identity

● Organic Storytelling

Authentic community engagement via unscripted behind-the-scenes content

● Brand Love

Deep, lasting trust earned through high-end hospitality

Spotlight Assets

Streaming Camp

Where gamescom lan goes live

Equipped with premium setups, the Streaming Camp hosts a curated mix of streaming talent—ranging from community wildcards and invited creators to your brand's own ambassadors.

Presenting this area goes far beyond standard venue branding: it includes paid creator bookings that turn this space into a powerful, live-streaming multiplier for your brand. You provide these talents with a high-end, stress-free environment, seamlessly combining premium hospitality with guaranteed campaign performance.

- **Guaranteed Reach**

Minimum of 10 creators officially booked for dedicated stream integrations, live CTAs, and targeted social media deliverables.

- **Prominent Area Branding**

Constant, organic background visibility wrapped in your brand identity for every creator streaming from the camp.

- **Authentic Brand Advocacy**

Trust-built hospitality that turns appreciative talents into loyal brand advocates





TCG area

The competitive heart of card culture

Hosting one of Germany's largest competitive trading card events, the TCG area is the dedicated home for card culture at gamescom lan. The area draws over 1,000 active players competing across major flagship titles, exciting niche games, and rising newcomer releases.

Alongside the competitive tables, the zone is anchored by the vibrant collectors alley featuring professional card grading, specialized shops, and original artist booths. This entire area acts as a high-traffic magnet, offering the perfect stage for targeted brand activations and live creator events.

Cost-effective
entry
packages for
TCG-only
partners

- **Tailored Zone Partnerships**
Brand the entire area, partner specific zones, or present program segments
- **Custom Booth & Retail Spaces**
Space for brands, shops, or artists. Tell us your needs and we'll build the perfect fit.
- **Sampling & Product Placement**
Put your products directly on-site and straight into the hands of the community.

Unclaimed potential

Meet the essential survival and passion categories we haven't locked in yet

Ian Survival Partners

The community needs you to survive. Your products are highly relevant to enhance their 3-day event experience as an essential enabler.

Sleep & Bedding

Essential comfort for tired gamers

Hygiene & Personal Care

Stay fresh all weekend long

Hotels & Accommodation

Premium lodging near the venue

Travel & Transit

Smart transport to the event

Food & Beverages

Fueling players around the clock

Supermarkets & Retail

Your on-site 24/7 supply station

Kitchen Appliances

Quick meals in the community kitchen

Eye Care & Vision

Protecting eyes during long sessions

PC Components

Essential hardware upgrades and spares

Apparel & Streetwear

Comfortable outfits for 3 days

Community Passions & Interests

This is your core target group. Be there to surprise the community and connect with them through the passions they love - your products.

Entertainment & Streaming

Their primary daily media choice

Anime & Pop Culture

Deeply rooted in nerd culture

Health & Fitness

High interest in healthy balance

Music & Audio

Constant consumption while they play

Collectibles & Board Games

Highly popular offline gaming hobbies

Many more
categories still
unclaimed.
Let's talk!

Let's build your custom package

From a solid, high-impact entry level to fully tailored brand worlds

Base Package

- Official gamescom lan IP & logo usage
- Commercial use of official photo & video footage
- Permanent logo visibility on website
- On-site event branding integration
- On-site sampling & product placement
- Booth & activation space (up to 20m²)
- Access passes & filming permits for content production
- Logo & commercial integration on-site screens
- Custom client-managed Discord channel
- Instagram posts & stories package (3x)
- Dedicated Discord announcement
- lan tickets for internal or marketing usage (5x)
- "PRESS PLAY" B2B tickets (5x)
- Discounted gamescom booth package
- Official gamescom lan stream integration*
- Stream integration lan ambassadors**

Rights apply to both the PC lan and the TCG area.

Addons & Services for tailored packages

Additional rights:

- Presenting Partner "Creator Backstage" (minimum package 95,000 Euro)
- Presenting Partner "Streaming Camp" (minimum package 90,000 Euro)
- Presenting "Special Moments" (e.g. lights-out-moment)
- Product exclusivity
- gamescom lan product licensing***
- Extended communication package
- Additional booth & activation space

Additional services (powered by MYI and TakeTV):

- Creative concept & activation design
- Booth construction & staffing
- Custom media & graphic production
- Live broadcast production
- Creator sourcing & booking
- Paid Media & Twitch Campaigns

We offer dedicated, standalone TCG packages at lower entry prices. Reach out for custom rates.

Base Partnership Fee **20,000 Euro**

Additional costs based on defined package.

*Not yet available

**Not yet available; subject to ambassador exclusivity within the same product category

*** Subject to approval by game association; upon alignment

Ready to start the conversation?

We are excited to turn your ideas into reality.



TakeTV

Dennis | CEO & Founder

dennis.gehlen@taketv.net



MYI

Constantin | Partner

constantin.rittmann@myi.de

