

No. 6 / mük / March 2016 , Cologne

gamescom Ticket Shop open: Secure a ticket at the preferred price until 31 March!

- **Being early pays: secure your early bird ticket now and save more than 10 percent**
- **New: for the first time, a limited contingent of 'Pre-entry Tickets' for Thursday and Friday**
- **Reserved contingent: family ticket only available in the gamescom Ticket Shop**
- **Day tickets for public days also available at Saturn: advance sale at selected stores starts at the beginning of April**
- **Purchase of trade visitor tickets only for personal use**
- **New: ticket and public transport ticket for VRR and VRS now two separate documents**

The wait has finally come to an end: the gamescom Ticket Shop is open to everyone as of 2 March. So, those who want to be involved in the world's largest event for interactive entertainment, open to all from 18 to 21 August, should already secure their tickets now. In 2015 gamescom was sold out earlier than ever before, so this year too day tickets for the public days will only be available for advance sale as long as supplies last. Interested games fans can purchase a maximum of five tickets daily. Day tickets will only be sold at the box office if the day tickets aren't already sold out after the advance ticket sale period. The opportunity is currently even especially affordable: until 31 March the tickets are available at the preferred price, and thus less expensive than following expiration of the early bird period. In addition to this, a strictly limited contingent of pre-entry tickets will also be offered for the first time for the public days Thursday and Friday. Holders of a pre-entry ticket can already enter the entertainment area at 9:00 a.m., and thus one hour prior to official entry. All tickets, including the family ticket, are exclusively available in the gamescom Ticket Shop under www.gamescom-cologne.com. Day tickets for the public days will also be sold as usual through Saturn as long as supplies last. Advance sale in stores starts at the beginning of April. Purchase of trade visitor tickets is this year possible only for personal use New this year is the separation of the day ticket and public



gamescom

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transport pass for the public transport associations for Rhine-Sieg (VRS) and Rhine-Ruhr (VRR). Those who purchase their day tickets through the online Ticket Shop will in future receive two documents: the admission ticket for gamescom and the public transport ticket for arrival at and departure from the trade show.

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First come, first serve: pre-entry ticket

Limited contingent: for the first time this year, private visitors have the possibility to enter the entertainment halls on two days one hour prior to official admission, and thus to try out the newest games one hour earlier. Pre-entry tickets will also be offered for Thursday and Friday in the gamescom Ticket Shop. Holders of these tickets have access to the entertainment area together with the trade visitors on the corresponding public day at 9:00 a.m. The following applies to the pre-entry tickets: first come, first serve, as only a limited contingent is available! **Holders of one of the exclusive pre-entry tickets are asked to exclusively use Entrance North.**

Reserved contingent:

Family tickets only available in the gamescom online Ticket Shop

Following the successful premiere of the family & friends area at gamescom 2015, the offering, which is especially tailored to families and children will be continued and expanded upon this year. Families can thus once again look forward to offerings especially conceived for them in hall 10.2. In keeping with this, the family ticket has an exclusive ticket contingent for the public days. It is oriented to families with a maximum of two parents or two legal guardians (e.g. parents, uncle, aunt or a friend authorised to act as a legal guardian) and at least two children between the ages of 7 and 11. The family ticket is only offered for advance sale and is reserved for families up to and including Sunday, 14 August 2016. It can only be acquired through the online gamescom Ticket Shop. The purchased family ticket must be converted into admission tickets at the gamescom box offices on location. The composition of the family is also checked here. To make sure the admission process is as stress-free as possible and to allow direct access to the family & friends area and to other especially family-friendly exhibits, we recommend using Entrance South.

Trade visitor tickets: purchase only for personal use

Trade visitors can also purchase their admission tickets in the Ticket Shop of gamescom as of 2 March. However, purchase is only possible for personal use. The number of tickets is limited to the needs of one person. In accordance with the opening hours of the business area, Wednesday, 17 August to Friday, 19 August, trade visitors can purchase three day tickets or one 3-day ticket for their own visit to gamescom.

New: gamescom day ticket and public transport ticket are two separate tickets

Holders of a valid gamescom day ticket still have the possibility to arrive at and depart from gamescom at no charge with the public transport networks VRR and VRS. New this year is that the day ticket is no longer automatically also the ticket for arrival. The reason for this is the modernisation of the gamescom online Ticket Shop. This is because the processing separation of the admission ticket and the public transport ticket speeds up the purchase of the gamescom ticket. Those who purchase their day tickets through the online Ticket Shop will now receive two e-mails: the first contains the admission ticket, and the second contains the public transport ticket for printing out. The public transport ticket is only valid in combination with the gamescom day ticket. The following thus applies: purchase the gamescom ticket, receive two e-mails, print out the attachments of both e-mails and carry them with you for arrival and departure and for admission to gamescom.

Note for editorial offices:

gamescom photos are available in our image database on the Internet at www.gamescom-cologne.com in the "Press" section.

Press information is available at: www.gamescom-cologne.com/pressinformation

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