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gamescom increases its 2015 exhibition space

- **Improved quality of stay:**
gamescom occupies 180,000 gross square meters in 2015
- **Expanded entertainment area in Halls 5 to 10**
- **business area in Halls 2, 3.2 and 4**

gamescom opens its doors from 5 to 9 August 2015. Cologne will, once again, then become the center of the computer and video game industry as the exhibition halls are transformed into the largest playground in the world. 335,000 visitors came to the cathedral city last year in order to experience the world's largest event for interactive entertainment live. This year too, both trade visitors and game fans from all over the world are again expecting spectacular innovations and presentations from the exhibitors. To make their visit to the fairgrounds even more pleasant, hall allocation was revised: the business area - the exclusive area for trade visitors - is now reserved in Halls 2, 3.2 and 4. The entertainment area, which is open to the general public starting on Thursday, will be expanded to include Hall 5 this year. gamescom 2015 thus increases its exhibition space by 16,000 square metres (+10 percent) compared to the previous year. The additional space should, besides the additional exhibitors, in particular benefit the quality of stay of visitors.

Because of the renewed increase in trade visitor attendance (2014: 31,500, +6) and the position of gamescom as a leading European business platform for the computer and video game industry, the business area will receive additional space in 2015 (4,000 square metres, +7 percent) and thus even more comfort. An additional 12,000 square metres are reserved for the entertainment area. "gamescom is a success story. Since it was first held in Cologne, it has recorded positive growth with exhibitors and visitors and in terms of internationality. After seven years of gamescom in Cologne, the additional expansion of its exhibition space is the practical response to its enduring popularity and the logical consequence in view of its potential," explains Katharina C. Hamma, Chief Operating Officer at Koelnmesse GmbH.

The expansion of the business area and the entertainment area were thereby discussed with all the relevant bodies of gamescom and approved jointly. "gamescom is



gamescom

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continually being developed to increase its appeal among all target groups. In the medium term, gamescom is also optimally positioned for further growth regarding the number of exhibitors, for example in the segments 'family & friends' and 'gamescom tabletop,' which have been newly introduced this year and will thus increase the appeal of gamescom as a whole even more for both visitors and exhibitors alike," says Dr. Maximilian Schenk, Managing Director of the BIU - Germany's Federal Association of Interactive Entertainment Software.

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Also currently in the planning stage, besides the successive allocation of stand space, are additional options to further improve the quality of stay of visitors. Thanks to the additional floor space, the guidance system has been further improved at the site to ensure optimal visitor management. In addition, additional catering and lounge areas with entertainment value are intended to enhance the quality of stay. Another first is "family & friends," a specially designed area for families. New also is 'gamescom Tabletop,' which is geared to trading card and board game fans.

On track: gamescom 2015 registered strong registration numbers

Numerous international market leaders and well-known companies in the computer and video games industry have already secured their space at the Cologne fairgrounds, including Bandai Namco, Bethesda, CI Games, Cloud Imperium Games, Crytek, Deep Silver (Koch Media), ELECTRONIC ARTS, Kalypso Media, Konami, Microsoft, Nintendo, Oculus, Rondomedia, SQUARE ENIX, UBISOFT, V Pro Gaming and Warner Bros. Online and browser games suppliers and games apps developers such as Aeria Games, Bigpoint, My.com will also be represented in the Cologne trade fair halls 5-9 August. Also in the line-up are e-sport presentations, for example by Turtle Entertainment and Wargaming. And G.A.M.E as well. Bundesverband (German association), Gaya, Marketpoint, Mifcom, Nvidia and ROCCAT will be using 2015 as a platform to showcase their new products.

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