

Exhibitor Packages: For companies and organizations at MGW

Package	Includes	Price (excl. VAT)
Budget <i>D1-D9 in the floor plan</i>	5 m ² area 1 tables 2 chairs Electricity & WiFi Listed on website	4,000 SEK
Standard <i>C1-C7 in the floor plan</i>	12,5 m ² area 2 tables 2 chairs Electricity & WiFi Listed on website	7,000 SEK
Plus <i>B1-B8 in the floor plan</i>	Around 20 m ² area 3 tables 2 chairs Electricity & WiFi Listed on website	10,000 SEK
Premium Partner <i>A1-A5 in the floor plan</i>	40 m ² area Tables Chairs Electricity & WiFi Visible on the website (Program, Market and Partners) Appear on MGW's social media channels in accordance with MGW's social media policy	20,000 SEK
Add-ons	Extra table White exhibition wall, 1x2.5 m White exhibition wall, 1 m high (horizontal) Graphite gray carpet, 1x1 m <i>Closed Wi-Fi</i> <i>Tablecloth</i>	

Additional options and pricing will be released at a later stage. Exhibitors are welcome to bring their own furniture and stand equipment.

Main Sponsor Package: Maximum Visibility & Exposure

A tailored sponsorship tied to our most high-traffic segments, such as the main stream, cosplay competition, tournaments, and other flagship moments in the MGW program.

Example: “*Malmö Game Week Stream powered by [Your Company]*”

Price: from 30,000 SEK

Below are examples of what the partnership may include. More concrete proposals will be developed based on your needs and preferences.

- ✓ Exclusive visibility in press releases (logo and name included in all external PR)
- ✓ Dedicated email sent to our followers with customized content (approved by you, sent by us)
- ✓ Reels/TikTok-style short video created and published via MGW's channels
- ✓ Stage slot: product demo or talk in front of live audience
- ✓ Premium visibility on website and program as *Main Sponsor*
- ✓ Logo shown on digital screens throughout the venue
- ✓ 2 social media posts + 2 stories during event week
- ✓ Optional exhibition space
- ✓ Product placement on stage where relevant
- ✓ On- and pre-event activations through stream and physical presence

Mini Sponsor Package: For small companies that want smart exposure

This package is ideal for smaller businesses looking for exposure at MGW on a smaller scale. We're open to creative proposals and the collaboration can be shaped based on your ideas.

Price: From 5,000 SEK (excl. VAT)

Examples of included content:

- ✓ Sharing discount codes with our followers
- ✓ Giveaways (event tickets, products, gift cards, etc.)
- ✓ One social media post with your tag
- ✓ Inclusion in sponsor list on our website
- ✓ Option to co-activate on-site (e.g. QR codes, shared booths, giveaways)

Perfect for local companies, niche brands, or anyone looking to explore a first-time partnership with MGW.

Streaming Packages: Build reach before, during and after the event

Malmö Game Week reaches over **400,000+ digital viewers** through our event streams. In 2026, we are expanding our streaming format and investing in content produced well ahead of the event, with the aim of building hype, engagement and long-term recognition.

As a streaming partner, you gain visibility within a curated, editorial context where the content lives over time — before, during and after Malmö Game Week.

Examples of streamed content:

- Pre-event live formats (e.g. puzzle builds, card or board game openings)
- Live gameplay sessions and game demos
- Talks, interviews and themed streams connected to MGW
- Content from the event itself, followed by post-event streams

Examples of visibility and activation:

- ✓ Logo placement in rotating sponsor slots during the stream
- ✓ Logo in the stream overlay and on the stream's landing page
- ✓ One or multiple commercial spots (approx. 30 seconds)
- ✓ Full digital branding within the stream (depending on setup)
- ✓ Participation in the broadcast through interviews or dedicated activations
- ✓ Opportunities for interactive activations during live broadcasts

The format, scope and content are tailored to each partner and can be customized based on presence, target audience and budget. For streaming concepts and custom setups, please contact Samir at samir@spelenshus.se.

