

# MALMÖ 2026 GAME WEEK

Welcome to one of Sweden's most beloved gatherings  
of gaming culture and community

26–27 September  
Malmö





# What is **Malmö Game Week**?

**Malmö Game Week brings together 15,000 visitors over two days filled with games, creativity and connection.**

From board games and card games to cosplay, video games, roleplaying, and fan art – MGW offers a rich mix of activities across dedicated spaces for everything from digital tournaments and miniature painting to karaoke, the arcade, and themed areas for fantasy and sci-fi.

**People of all ages meet here, united by a shared passion for games and nerd culture.**

# When and where?

You can find the venue located right by Hyllie Station, just minutes from both Copenhagen Airport and Malmö Central. **An ideal spot for regional and international reach.**

**Saturday 26 September**

10:00–20:00

**Sunday 27 September**

10:00–17:00

**Location**

Malmömässan, Malmö



# Why **Malmö Game Week?**

## **Reach your target audience**

MGW is a community-driven event that attracts a broad and passionate audience. Here you'll find enthusiasts actively seeking new experiences, knowledge, connections and inspiration.

## **International attractions**

With visitors from **30+ countries**, MGW 2026 puts Malmö on the map as a vibrant gaming city with Nordic and European reach.

## **Maximum visibility**

Through our own and the City of Malmö's digital and physical channels, communication reaches far beyond the exhibition floor. Our live stream alone reaches over **400,000 viewers**.

## **Rooted in reality**

Behind MGW stands a strong network of associations, creators and partners. This creates a closeness to the audience that makes a real impact, both during and long after the event.

# Growth, **Partnerships** & Opportunities



## **Growing with long-term support**

With a three-year partnership with the City of Malmö and a new home at MalmöMässan, we are investing in the future. Building on historical growth, our ambition is to reach 19,000 visitors in 2027 and 23,000 by 2028, continuing an **annual growth rate of approximately 30%**.

## **Sponsorships & exhibition solutions**

We offer sponsorship packages that include digital, physical, and printed visibility, as well as opportunities to be featured in key areas such as the streaming stage, cosplay competition, Artist Alley, expo floor, and more.

We are happy to create comprehensive, tailored solutions for sponsors and larger exhibitors who want a more integrated presence at the event. Standard package pricing will be provided separately, but we are open to custom proposals and collaborative ideas. Don't hesitate to reach out for an initial conversation.

# MALMÖ 2026 GAME WEEK

For more info or to book a meeting  
contact us at

[info@malmogameweek.com](mailto:info@malmogameweek.com)

We would love to tell you more! 

