



PLAY! 2026

Interactive Gaming Convention
07 & 08 Nov 2026, Trier

An event by **CLAW Events**
event agency

Five Years PLAY! Con: the small anniversary!

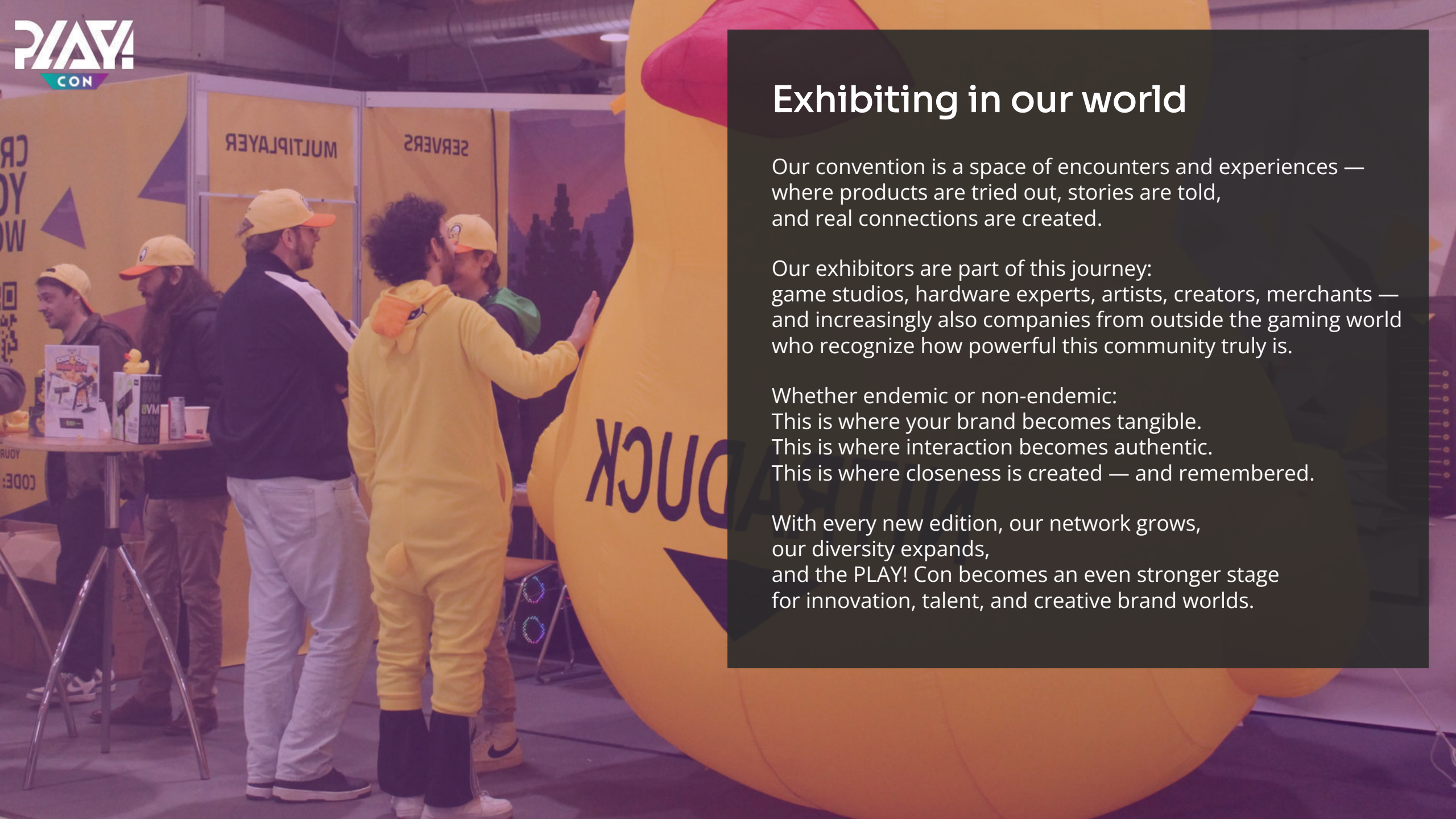
17 07th & 08th November 2026
📍 Messepark Trier

It was never meant to be “just an event” — from the very beginning, it was a heartbeat. A place that captures the energy of the gaming scene, connects people, and creates moments that stay.

Since 2022, an idea has grown into a world of its own: Gaming, technology, creativity, community — all united in a convention that becomes bigger and more vibrant every year.

Trier as our home.
Neu-Ulm as the first step outward.
And the community as the driving force behind our success.





Exhibiting in our world

Our convention is a space of encounters and experiences — where products are tried out, stories are told, and real connections are created.

Our exhibitors are part of this journey: game studios, hardware experts, artists, creators, merchants — and increasingly also companies from outside the gaming world who recognize how powerful this community truly is.

Whether endemic or non-endemic:
This is where your brand becomes tangible.
This is where interaction becomes authentic.
This is where closeness is created — and remembered.

With every new edition, our network grows, our diversity expands, and the PLAY! Con becomes an even stronger stage for innovation, talent, and creative brand worlds.

The stage pulses

The main stage and community stage:

A place full of energy, emotion, and surprises — driven by a community that doesn't just watch, but participates.

On our stages, esports meets music, indie games meet big emotions, and cosplay meets pure creativity. Creators inspire, tournaments electrify, workshops open new doors.

Everything is alive, everything moves, everything invites you to take part.

Our program tells stories — new ones every year, exciting ones every year.

And in 2026, our anniversary year, we celebrate this diversity like never before: with more action, more show, more encounters, and more space for everything our visitors love.



A shared journey: Polygon Art

Some partnerships begin as a simple idea — and grow into a lasting part of our story.

Polygon Art, our Emerald Partner 2025, is one of those partnerships. We didn't just present them. We brought them with us.

From the first banners and posters that made their brand visible, to the social media posts that brought their studio closer to the community, all the way to the big moment in Trier: their newest release showcased live, playable, tangible.

The stage carried their graphics. The booth showed their vision. The play stations let visitors feel what they had been working on.

Visibility became interest. Interest became excitement.



The result:

1400 new wishlists for their upcoming title *Autobahn Racing* (Release 2026). A measurable success — and a perfect example of what happens when a brand and the PLAY! Con stand side by side.

Reach & Facts

Over 11,000 visitors across all previous editions

Expected in Trier 2026: 3,000 visitors

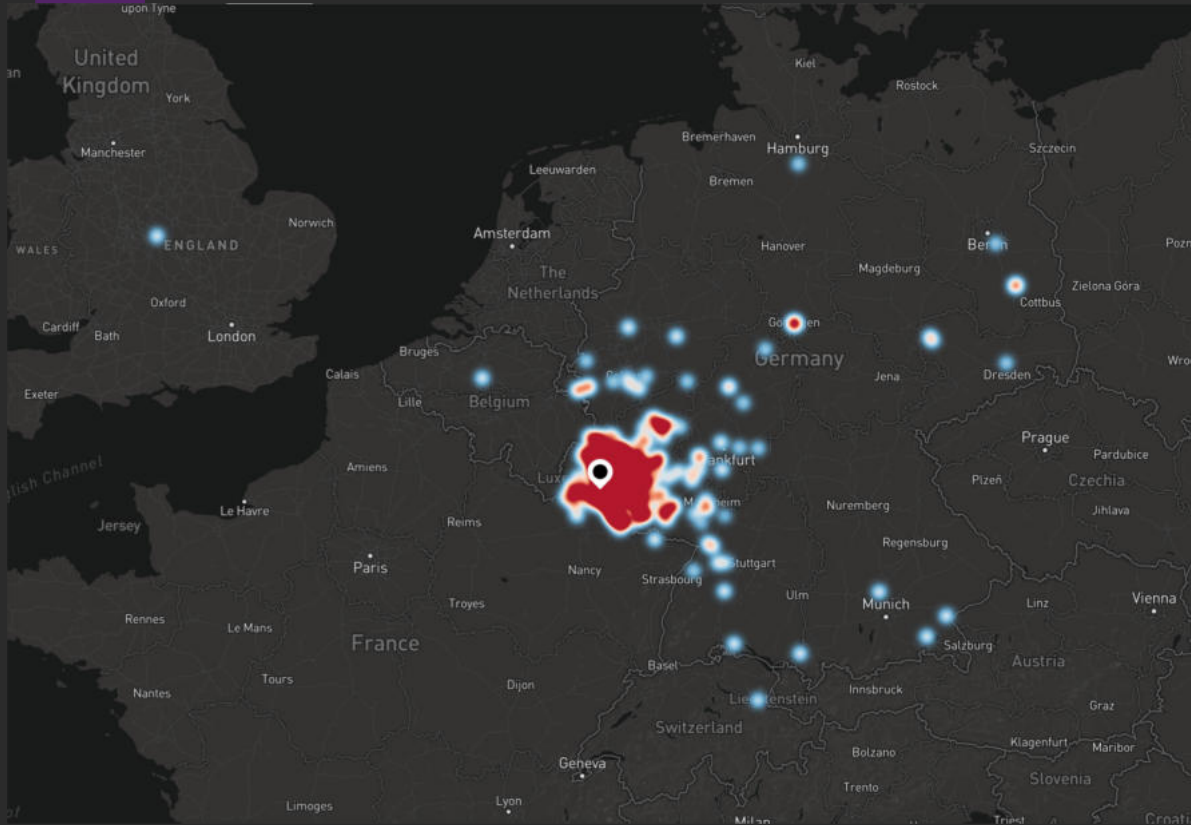
Core target group: 16–28 years

Visitors from the entire region:
Trier, Luxembourg, Saarland (plus Frankfurt, Mannheim, Göttingen)

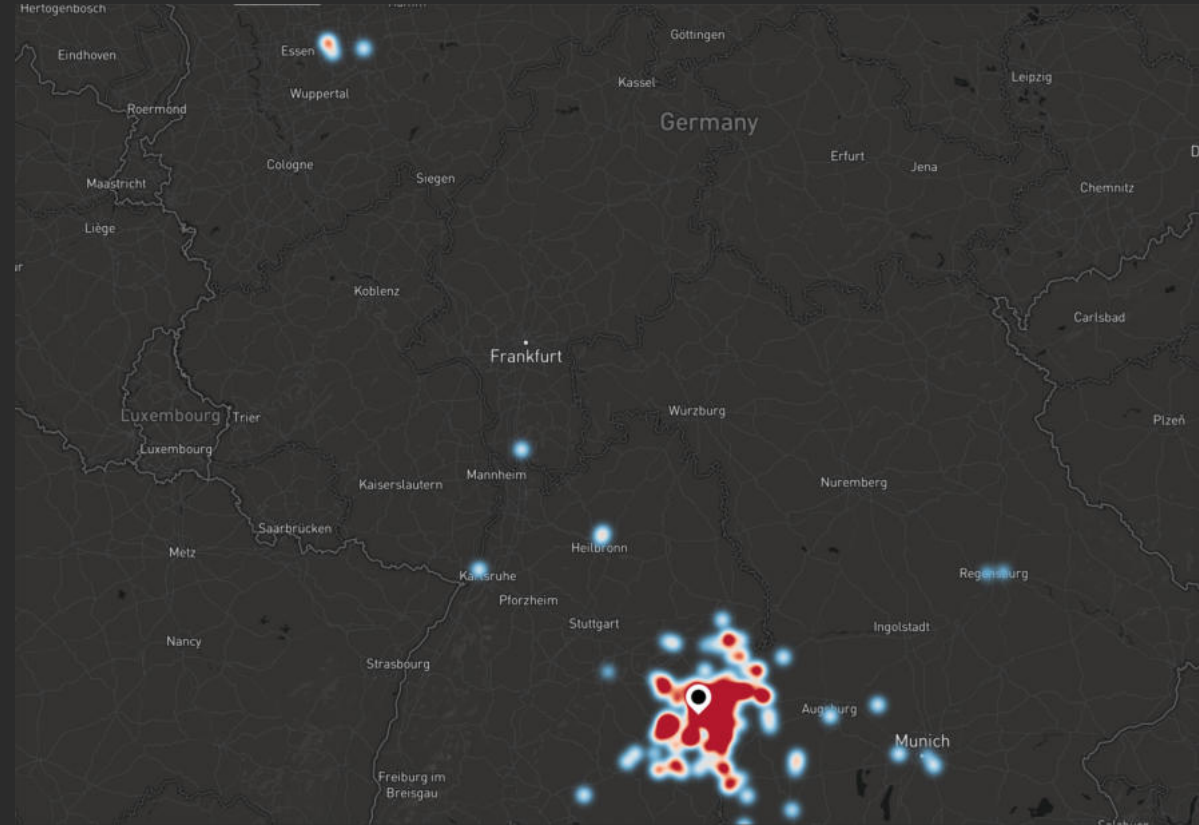
Wide media coverage:
Reports by SWR, RPR1, Wochenspiegel & Social Media

Reach & Facts

PLAY! Con Trier 2025 (Main Event)



PLAY! Con Neu-Ulm 2025 (Side Event)



Exhibitor Options



Trier, 5th edition, 07 & 08 November 2025

	PRICE FROM
Exhibitor area (B) (general exhibiton area) - space	EUR 70 / sqm
Tables (2 included)	EUR 30
Chairs (2 included)	EUR 10
Exhibitor weekend tickets (2 included)	EUR 30
Standing table	EUR 20
Tensator (Queue barrier)	EUR 25
Exhibitor carpet	EUR 8 / sqm
230V power connection	EUR 85
16A power connection	EUR 185
LAN connection	EUR 90
Banner printing	On request
TV on stand	On request
Exhibition wall	EUR 50 / m
Additional requests: Available on request!	

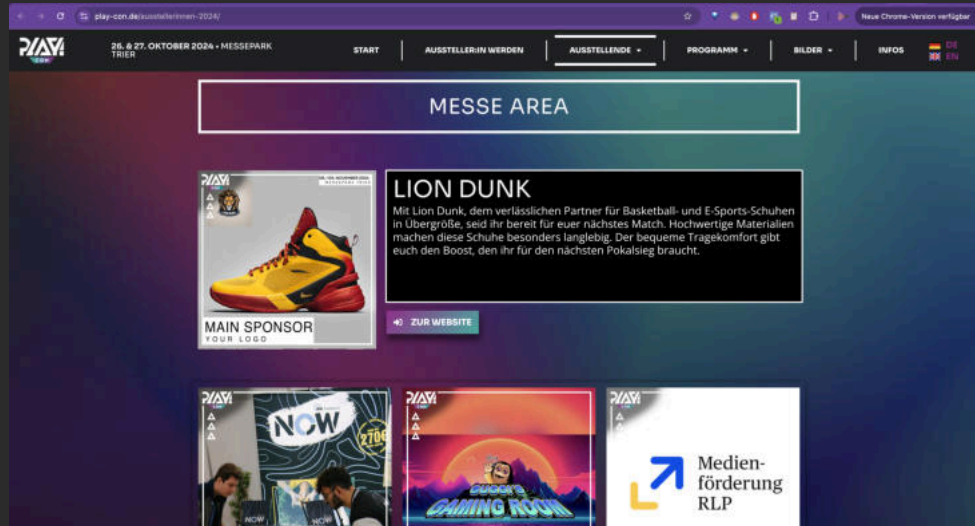
PRICE FROM

Special areas:	
Merchants Area (M)	EUR 50 / qm
<i>For everyone selling merchandise and similar products.</i>	
Creative Games Area (CG)	EUR 0 / 100
<i>For student/academic indie game studios.</i>	
Artist Area (A)	EUR 65
<i>For artists selling their artwork.</i>	
Community Area (C)	EUR 0
<i>For cosplay groups, associations, NGOs, and unique offerings — limited spots available!</i>	

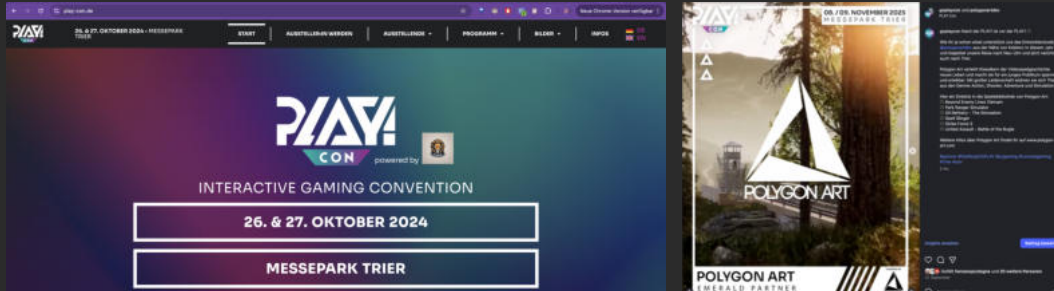
Partner Packages

	GRANDMASTER 1x	EMERALD 3x	PLATIN 5x	BASIC 10x
Main Quest – Gamified activation designed by us, with high visitor engagement	☾			
Industry Exclusivity	☾	☾		
Subtitle Sponsoring (“powered by”)	☾			
Branding on Goodie Bags	☾			
Sponsor Tickets	20x	10x	5x	2x
Social Media Shoutouts		☾	☾	☾
Custom Social Media Campaign (3 exclusive posts, 2 exclusive reels)	☾			
Short Profile on Website			☾	☾
Extended Profile on Website	☾	☾		
Advertising Placement in Stream & on Main Stage Screens			☾	☾
Video Ad in Stream & on Stage (up to 30 seconds)		☾		
Video Ad in Stream & on Stage (up to 90 seconds)	☾			
Shoutouts in Stream and on Stage	☾	☾	☾	
Branding of a Program Item (banners, video frames, LED wall)		☾		
Branding in an Exhibition Area (banners, roll-ups, lighting etc.)	☾	☾		
Branding of the most popular program segments (e.g., Cosplay Showcase, Esports Finals) Optional: On-stage introduction, own program segment	☾			
Sponsor Booth 3m x 3m			☾	
Sponsor Booth 6m x 3m		☾		
First Booth at the Convention (First View, 6m x 3m)	☾			
Placement on Website, Program Booklet, Banners & (Large Format) Posters		☾	☾	☾
Placement in Pre-Coverage (Online/Print/Radio)		☾		
Top Placement in all Marketing Campaigns & Pre-Coverage	☾			
PACKAGE PRICES	👛 EUR 12.000	👛 EUR 5.000	👛 EUR 3.000	👛 EUR 1.500

Partner Packages



WEBSITE



SUBTITLE SPONSOR

SOCIAL MEDIA



BILLBOARDS



STAGE PLACEMENTS

FIVE YEARS OF PLAY! CON. NOW THE NEXT CHAPTER BEGINS — WITH YOU.

PLAY! – Interactive Gaming Convention

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