

CAGGATUS
L E I P Z I G

YOUR GAMING FESTIVAL

14 - 16 APRIL 2023

**ARE YOU READY TO
ENTER?**

SIX GOOD REASONS TO TAKE PART

1. Visibility that makes an impact

Whether online or offline, our extensive cooperation opportunities and strategic expertise help you increase your visibility at CAGGTUS.

2. Attractive and relevant target groups

Leipzig and gaming share a long tradition. The location is home to a public with strong purchasing power, is conveniently reached, and offers a high visitor potential.

3. Tailor-made sponsoring

Enjoy an individual festival debut as unique as your offers. We make it possible. Because it's all about providing visitors with an unforgettable brand experience.

4. Direct customer contact

Take contact to the max. Showcasing your brand directly on-site allows the community to experience it for themselves. This not only heightens lasting brand recognition but also provides you with high-quality feedback.

5. High networking potential

With us, you not only meet potential buyers, but also potential partners with whom you can directly network.

6. Value-adding reporting

We support you in the evaluation of your marketing activities with competent tracking partners. Because in-depth facts are the best tools for creating an even better brand experiences.

Let's have a good game:

BE PART OF CAGGTUS 2023!

PARTNERS



Red Bull

TARGET GROUP



Projected number of visitors based on previous gaming events held at Leipziger Messe

DIVERSITY IS IN THE HOUSE!

Casual gamers
Streamers and creators
Hardcore gamers
LAN party visitors
Tech aficionados

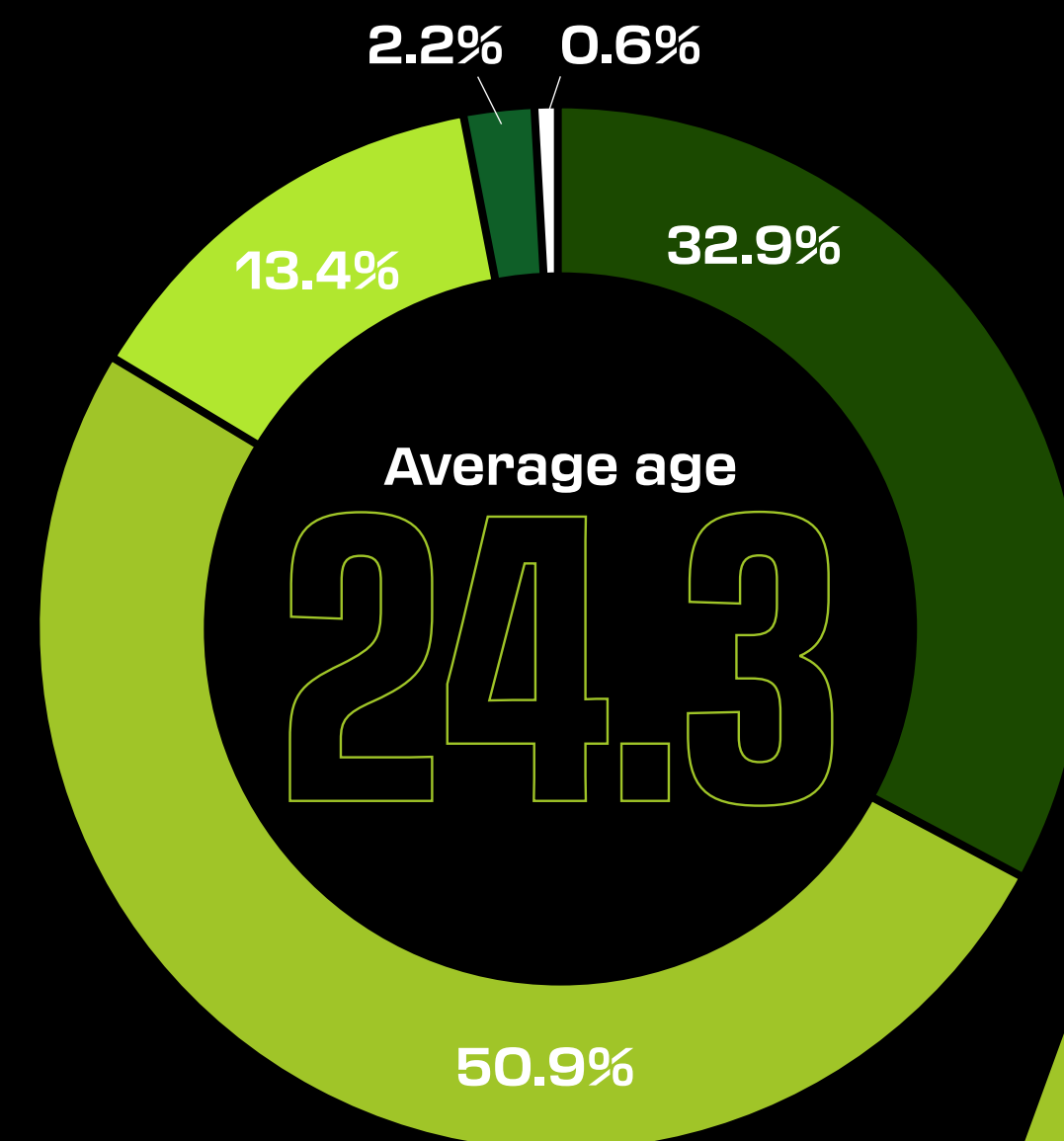
SEX:



80%



20%



WHAT OUR VISITORS ARE SAYING



74%

rated their visit as a success



79%

would recommend the gaming event to others



77%

plan to visit the gaming event again

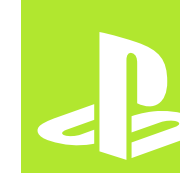
TOP 5 GAMING DEVICES



72.1%



44.2%



41.1%

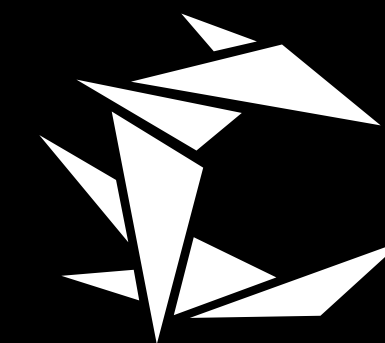


35.4%



16.6%

OUR COMMUNITY



ALWAYS WHERE THE ACTION AND ATTENTION ARE



3,119
FOLLOWERS



978
FOLLOWERS



7,551
FOLLOWERS



3,319
FOLLOWERS



7,633
FOLLOWERS



4,175
MEMBERS



CAGGTUS ANNOUNCEMENT 2022
MORE THAN **3.7 MILLION** IMPRESSIONS

Date: 14 to 16 April 2023

Location: Leipzig Trade Fair

Total area of the event: 41,000 m²

Number of visitors at our last gaming festival: 23,300

Number of visitors at our last LAN party: 2,080

Opening hours:

Entertainment Area:

Fr. & Sat.: 10:00 a.m. to 6:00 p.m.,
Sun.: 10:00 a.m. to 5:00 p.m.

LAN Area:

Thurs.: 6:00 p.m. to
Sun.: 2:00 p.m. (continuous)

LAN party
starting
Thursday
13.04.23



BOOTH SPACE

THE CLASSIC GO-TO LOCATION

Enjoy more visibility right in the heart of the Entertainment Area, and benefit from a strong brand presence at attractive conditions.

Space rental for in-line, corner-, peninsula-, or island booth:

- 154.90€/m²
- 123.92€/m² for partners and sponsors!*
- AUMA fee: 0.60€/m²
- Marketing fee: 190.00€/exhibitor
- Per co-exhibitor (incl. marketing fee): 990.00€
- Per additionally represented company/brand (incl. marketing fee): 390.00€
- For more details, please see our special participation conditions

* Partners receive a 20% discount on the total rental space.
Sponsors receive a 20% discount on floor space up to 100m².

Registration
opens
on 27.10.22
HERE

FAIRNET

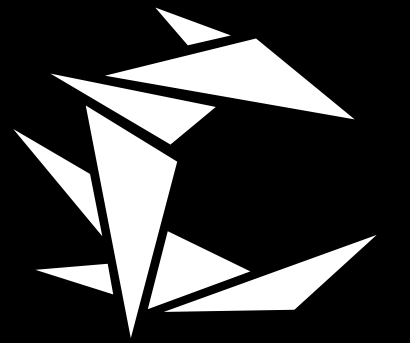
fairgourmet

Need accompaniment or support in setting up your booth?

Our colleagues at Fairnet and Fairgourmet are there to help!



PARTNER



Having CAGGTUS as your partner means enjoying maximum visibility.

Whether LAN Area and Entertainment Area, online and social media, or offline advertising directly on location – wherever the action is, your brand is right in the middle of it. Ready when you are!

Core services

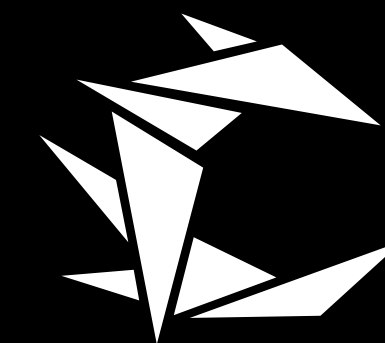
- Discount of 20% on the total rental space
- Integration into all desired subject areas
- Extensive integration into all social media activities (exclusive posts, shares, mini-campaigns)
- Link to Twitch & Discord (Link bots, ads for channels, community management)
- Integration into any moving image (teaser clips, after-movie)
- Prominent website placement (news, stream, social media, advertising clips)
- Integration into the existing OOH campaign

Extras included

- Industry exclusivity in the partner slot
- Advertising media and areas (logo and own advertising space on site)
- Free tickets (Visitors, LAN Area, Exhibitors, Business Area)



SPONSORING LAN AREA



68 hours of non-stop gaming with more than 2,000 participants aged 18 and over. An experience like no other! Since 2016, dedicated gamers have been making a pilgrimage to Leipzig to meet & greet their second family. With food, drinks, and a lot of chilling. Let your brand be part of the action!

Core services

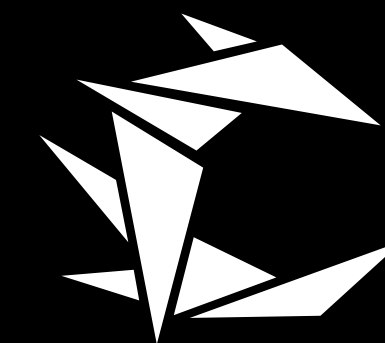
- Possibility for activation measures within the LAN Area (Samplings, rentals, sales)
- Placement on the LAN Area website (News, social media, clips)
- Authentic integration into social media activities (exclusive posts, sharing, stories/reels) for the LAN Area
- Link to Discord (Link bots, ads for channels, community management)
- Integration into any moving image (teaser clips, after-movie)
- Advertising activities and -space (logo placement and individual advertising space) in the LAN Area
- Wristband branding for the LAN Area (first come, first serve)

Extras included

- Discount of 20% on 100m² of the total rental space
- Industry exclusivity in the LAN Area sponsorship slot
- Integration into any moving image (teaser clips, after-movie)
- Free tickets (Visitors, LAN Area, Exhibitors, Business Area)



SPONSORING STREAM AREA



CAGGTUS and streams go together like rock and roll. That's why they're always live, always authentic, and always on you and your brand's side. Enjoy unique streaming formats, divided into two streaming studios right in the middle of the Entertainment Area. There, you can meet well-known and aspiring creators as well as enjoy various interaction options for the audience, including streaming seats. Our partners ensure the best entertainment on site.

Core services

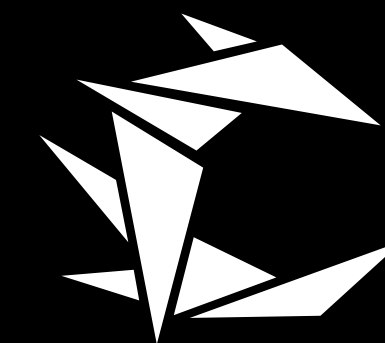
- Possibility to integrate products into streams and the entire Stream Area
- Access to the exclusive streamer party
- Integration into activations within the Stream Area (e.g. samplings)
- Placement on the Stream Area website (News)
- Authentic integration into social media activities (exclusive posts, sharing, stories/reels)
- Advertising material and space (Logo placement and individual advertising space in the Stream Area)
- Wristband branding for the LAN Area (first come, first serve)

Extras included

- Discount of 20% on 100m² of the total rental space
- Industry exclusivity in the Stream Area sponsorship slot
- Integration into moving images (Teaser clips, after-movie)
- Free tickets (Visitors, LAN Area, Exhibitors, Business Area)



SPONSORING FREEPLAY AREA



Come, and join the excitement and action without long waiting lines or downtime. For our audience, that's what it's all about. That's why we offer up to 60 visitors at a time the simultaneous chance to discover various games and the latest hardware directly within the Entertainment Area. Look forward to a special highlight, namely, the tournaments for the golden CAGGTUS. Presented by your brand. Sound good?

Core services

- Possibilities for sampling and product placement
- Integration into activations within the Freeplay Area (e.g. samplings)
- Placement on the Freeplay Area website (News, social media, clips)
- Authentic integration into social media activities for the Freeplay Area (exclusive posts, sharing, stories/reels)
- Playing advertising clips within the Freeplay Area
- Advertising material and space in the Freeplay Area
(Logo placement and own advertising space)

Extras included

- Discount of 20% on 100m² of the total rental space
- Industry exclusivity in the Freeplay Area sponsorship slot
- Integration into moving images (Teaser clips, after-movie,...)
- Free tickets (Visitors, LAN Area, Exhibitors, Business Area)



SPONSORING



Still haven't found what you're looking for?

Let's talk and find the best solution for you and your brand. We'll do everything we can, from packages for case-modders to cosplay scenarios. Get in touch!

**14 - 16
APRIL
2023**

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