

ИГР МИР

1 - 4 October 2020
Moscow, Crocus Expo, Pavilion №1

ИГР МИР



IgroMir is the first and the biggest Russian exhibition for interactive entertainment, computer and mobile games, console games and all other electronic entertainment, except for gambling

> **160k**

visitors
in 4 days

students and young
specialists, mostly from
Moscow and Moscow
region

> **2 000**

media
representatives

4 000 publications,
900 photo and video
materials with a total
coverage of more than
900M people

> **250**

participating
companies

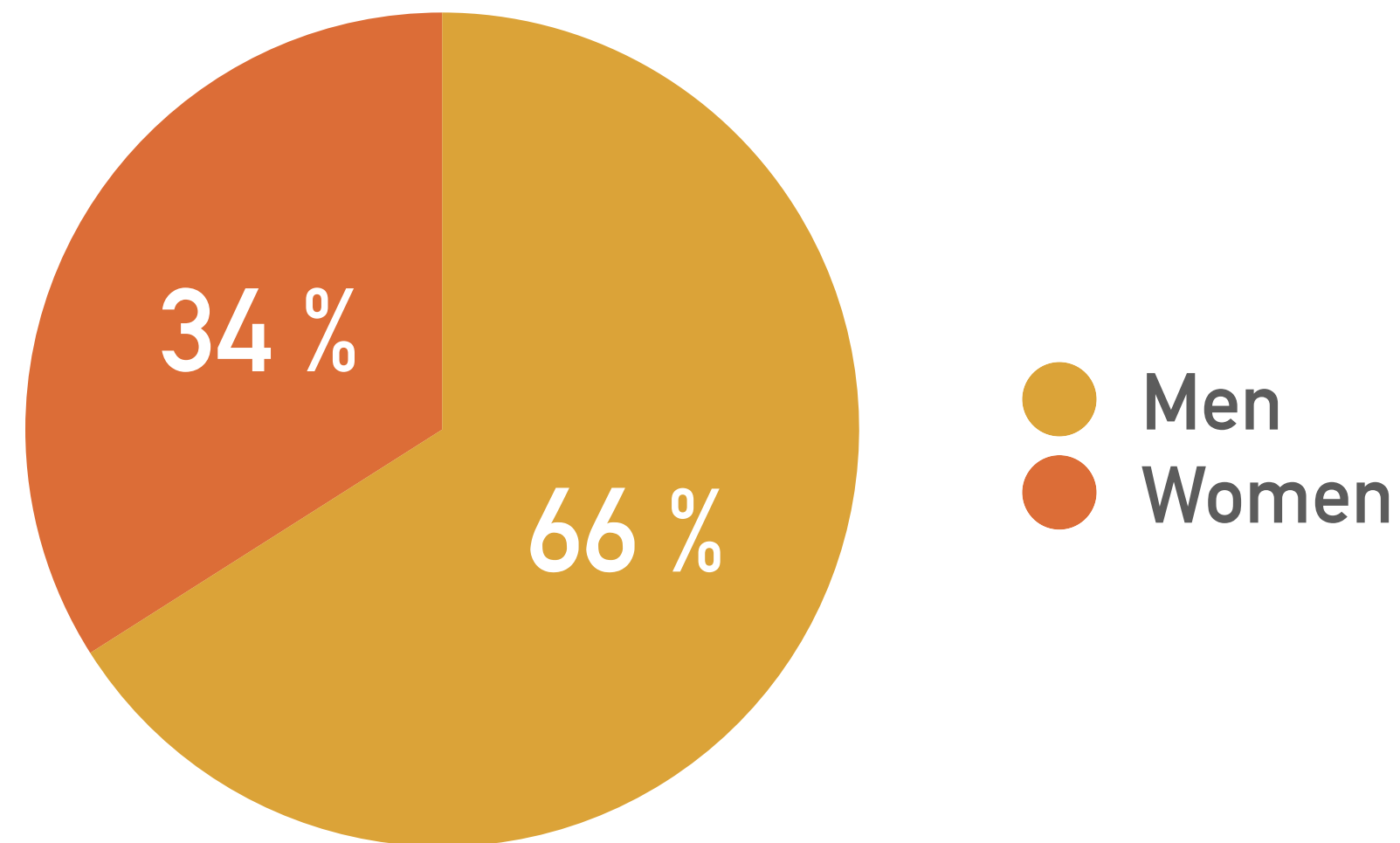
developers and publishers
of games and gaming
hardware, esports and
online service operators

> **26 000**

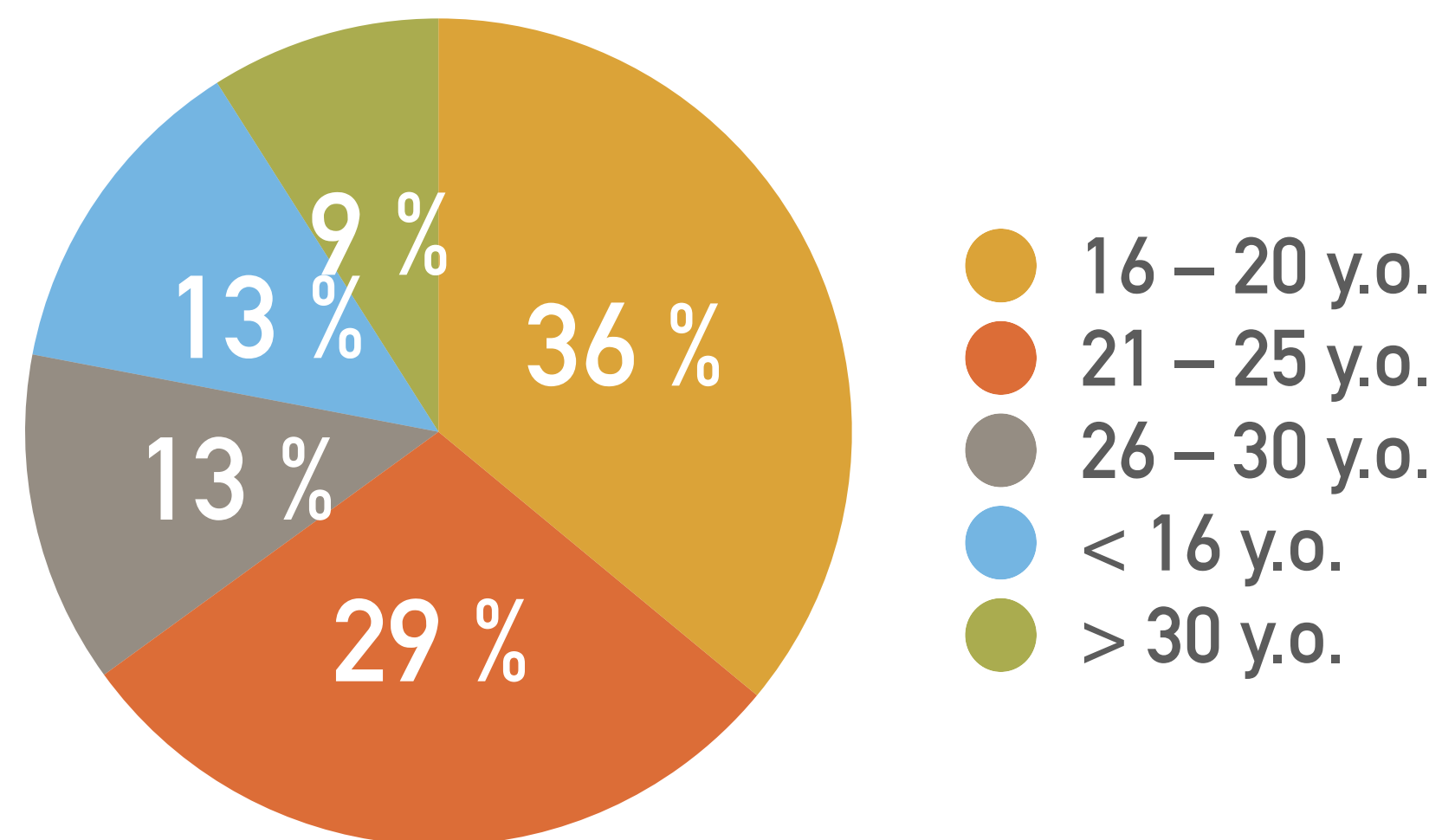
sq. m of
exhibition area

combined event of
Comic Con Russia and
Igor Mir

Sex



Age



ИГРОМИР



Igromir Visitors

Young men and women who make considerable time for entertainment (movies, videogames, music e.t.c.) and who are interested in latest technologies. More than 30% of audience are families.



Developers and
publishers of game
production



Vendors and
distributors of
computer and
gaming equipment



Game and
online services



Esports
tournaments
operators

Participation options



Venue rent

Available stand area from 10 sq.m and trading booths from 3 sq.m.



Sponsorship package

A great opportunity to make a statement about your company before the widest audience



Advertising options

Whole range pf advertising options - from advertising mediums to promo staff



Organization of esports tournaments

Promotion through the upward trend in the global event market

A large crowd of people, mostly young adults, is gathered in front of a modern glass building. The crowd is dense and fills the foreground and middle ground. The building has a grid-like facade of windows. The overall scene suggests a large-scale event or festival.

***Looking
forward to
meeting you at
the event!***

www.igromir-expo.ru

Participation questions

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Advertising at the event

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