

GAMES CONVENTION ONLINE backs gaming communities Early-bird exhibitor discount still available till 28 February

It's round two for the industry's leading trade fair for browser, client and mobile games – and it comes with an extended concept. This year, the GAMES CONVENTION ONLINE is on in Leipzig for four days from 8 to 11 July 2010. Exhibitors still have till 28 February to secure their part in the spectator show at early-bird discount rates. The GCO is also set to be Germany's biggest community get-together for online games.

A new feature: exhibitors present themselves in the midst of the Community Zone, so that they can be in direct contact with the communities and in the process, look after the people who play their games. Another highlight is the expansion of the GCO Planets World. This is where exhibitors can book into a pre-designed futuristic theme-based world. Visitors plunge into their very own cosmos and can devote their full and undisturbed attention to the latest online and mobile games. For the exhibitor, attendance at the fair is both convenient and saves time. "With this type of presentation, we offer businesses a new concept at a fair that aims to create a direct link to the communities and new customers", says Silvana Kürschner, Strategy Director GC Global. "Time and expenditure are two important criteria, particularly for smaller companies in the online and mobile gaming industry. That's because their main focus of attention is on swift development and an even swifter marketing of the games, something we can guarantee thanks to the high level of and, above all, unrestricted media attention surrounding the GCO", according to Kürschner.

Alongside the Consumer World which is open to visitors from 9 to 11 July, from 8 to 10 July the GCO also offers the Business Area in the Congress Center Leipzig (CCL). This is where international decision-makers from the sectors entertainment, games development, IT, telecommunications, media, marketing, advertising and consulting get together to network and to pave the way for business deals. Start-up companies are also given their place here.

About the GAMES CONVENTION ONLINE

The first trade show worldwide for browser, client and mobile games attracted a total of 43,000 gamers to Leipzig for its premiere event. Altogether 74 exhibitors from eight countries introduced themselves over an area of 40,000 square metres. The 150 games on show included 50 world and European premieres. The Republic of Korea was the national partner at the first GCO.

Further information on the early-bird discount is available to you at www.gamesconvention.com/en/business/exhibitors/registration-conditions/.