

NG24 Spring on 21-24 May expects over 3,000 attendants (2022: 2,470; 2023: 2,780)

Twenty years of celebrating the Nordic games industry

Nordic Game turns 20 this year. We primarily organise game industry events, serving as a key resource for inspiration, knowledge sharing, networking and dealmaking within the Nordic, European and global games industries

First in game development in the 1990s, Nordic Game then turned to working for the industry, such as by designing and running a games industry development program for the Nordic Co-operation. In 2004 we also established an annual industry conference where the Nordic game companies could learn from each other, promote their many talents and discuss how to get even better at creating games.

This year Nordic Game celebrates our twentieth anniversary, together with our world-renowned Nordic games industry, and colleagues and partners from the global game development community. **Join us!** NG24 Helsinki on 18-19 November expects some 800 attendants (2022: 380; 2023: 620)





NORDIC GAME PARTICIPANTS ARE

50% game developers (20% of them in management), 20% in publishing and investing, 30% from games industry product and service providers, games industry organisations, the media and students

THE GAMES THE **DEVELOPERS MAKE ARE**

50% primarily for PC and secondarily for mobile, 25% for mobile only and 15% for consoles only

NORDIC GAME PARTICIPANTS **COME FROM**

40% from the Nordic region, 35% from Europe (led by the UK & Germany), 10% from North America and 15% from Asia Pacific, the Middle East. Africa and South America

Facts, figures and a few testimonials

We were first to document the extraordinary rise of the Nordic games industry. Denmark, Finland, Iceland, Norway and Sweden continue to lead the world in games industry share of their work forces. It's a specialty we have here.

We've built Europe's leading games industry conference thanks in large part to the Nordic region's successes, as well as core values of responsible and empathetic entrepreneurship.

We work hard to remain the world's largest independent game developer conference, by promoting and supporting game startups and growing studios in the region and across the globe.

We are the most relevant gathering each year for those of you looking to connect with the best and brightest game developers in the world.

"I would absolutely recommend anyone to attend Nordic and sponsor events there. It is one of the highest performing trade shows for us in terms of numbers." - Aiman Seksembaeva, Xsolla

"Nordic Game gives us the opportunity to meet with a group of developers we don't find many other opportunities to meet with in the US. Scandinavia has an amazing game developer constituency, and we just wouldn't get to meet with these people at our usual US-based events."

- Andrew Vaughan, Dolby

"Nordic Game is my favourite conference in Europe as it has such a great atmosphere, setting and variety of attendees. If you were not there this year, make sure you are there next year!" - Bobby Wertheim, SEGA

"Nordic is the yearly 'must-go-to' event in order to keep in touch with every developer in Europe and find out what's happening in this area of the world." - Nicolae Berbece, Those Awesome Guvs

"Nordic Game sums up the entire attitude to game development in this part of the world; open, friendly and incisive. It's one of the most relaxed places you can go to have meaningful conversations and pickup on cutting edge ideas in games." - Rich Metson, Semaeopus

Nordic Game Awards: Celebrates the best games from Nordic studios each year

Developer Showcase: Game startups and growing studios exhibiting their latest titles

WHERE TO FIND US

Nordic Game returns this year to historic Slagtuset, across the street from Malmö Central Station and just 25 minutes by train from Copenhagen Airport.







WEDNESDAY. 22 MAY: 10-22 CET

Our 20-year jubilee, home in Malmö, Sweden

Nordic Game turns 20 this year. Nordic Game celebrates our twentieth anniversary, together with our world-renowned Nordic games industry, and colleagues and partners from the global games community. Join us!

TUESDAY. 21 MAY: 12-22 CET



5,000+ scheduled business meetings. Visibility, messaging & participation Our Exec Summit gathers 100 industry



decison-makers, primarily Nordics. It is invitation-only, but open for qualified



Premiering this year, and gathering



nnificanma

EXEC SUMMIT

Selected from about 100 applicants, a dozen games companies meet with around 20 (primarily VC) equity investors. nsorship sold out



games researchers, educators, industry organisation leaders.policy makers and cluster managers. Visibility, messaging & participation



publishers and investors. Visibility, messaging & participation



HAPPY HOUR Closing the day, we bring together participants from all of our summits for snacks and refreshments in a relaxed

Developers from the region and across

the globe demo over 200 games for select

atmosphere. Visibility, messaging & participation



DEVELOPER

BUSINESS MEETINGS











Conference participants network, mingle and relax in the restaurant and other Happy Hour



Visibility, messaging & participation

BUSINESS MEETINGS

areas at Slagthuset. ponsorship sold out ive streamed to some 50,000 viewers rom the main theatre, the 2024 Nordic Game Awards winners are celebrated with prizes in eight categories.

Visibility, messaging & participation

network, mingle and relax in the

restaurant and other Happy Hour

Conference participants



Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre orogram is live streamed. TALKS Visibility, messaging & participation

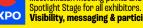


program is live streamed. Visibility, messaging & participation Space for over 50 booths on the Expo show floor, this year also offering MeetToMatch meeting points and a new

Nordic Game hosts 150+ speakers for

talks, panels and workshops, selected

and submitted. The main theatre



EXPO Visibility, messaging & participation Working with MeetToMatch since 2013, we expect 1,000+ participants to hold



Nordic Game experience to bring our iubilee show to a rousing conclusion Visibility, messaging & participation







Our autumn event, for the third time in Helsinki, Finland

Expect an intimate gathering of games executives, investors and publishers, local and regional studios and growing game companies, as well as guests from our partner event Slush, the world's largest startup festival, and participants from all sectors of the games industry.



MONDAY, 18 NOVEMBER: 12-22 EET

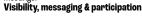








Working with MeetToMatch inHelsinki since 2013, we expect 300+participants to hold 1,000+ scheduledbusiness meetings.





Visibility, messaging & participation



A new, yet-to-be-revealed addition to the

5.000+ scheduled business meetings. Visibility, messaging & participation







nordicgame

Developers from the region and across the globe demo over 200 games, as well as join our Publisher & Investor Day. mentoring, Pitch Stage and more.



Welcome to Nordic Game

The global games industry has had an impressive 7% compound annual growth rate since 2004. Nordic Game's annual spring conference recorded 14% CAGR over the same period.

Nordic Game is where the world's leading game developers come to make key connections and gain fresh perspectives, in an open and inclusive atmosphere.

Here you will find links to photos and videos from our past events, our current exhibitor and sponsor packages and prices, as well as media resources and relevant contacts.

We're ready to help you get the most from your Nordic Game experience, so don't delay...

Reach out to us today!



Managing Director Erik Robertson, a serial entrepreneur and game er. founded Nordic Same in 2004, also the Swedish and European trade organisations

PAST PERFORMANCE

For photos from previous Nordic Game conferences, visit Flickr here.

Watch a brief video about the Nordic Game experience on Vimeo.

Read about the highlights of last May's Nordic Game conference, NG23 Spring, here.

View recordings from past Nordic Game programs in our conference website program archive and on Vimeo here.

COMMUNICATION **CHANNELS**

We do the bulk our own outreach. so we can effectively adapt to include your important communication: Newsletter (14K+ subscribers)

Discord Facebook Instagram LinkedIn Youtube

Sales and Marketing Director **Tom Felices** seasoned in marketing and sales as well as arts and business events. nined in 2005



VISIBILITY.

communication.

or bar format.

MESSAGING &

PARTICIPATION

driving connections and

We can cater to your need for ROI-

Expo booths range from 4m2 to

custom pavilions. Private meeting

rooms have 4-50 seat capacity, in

conference table, lecture, lounge

sponsored content, host special

events and more are also available.

Opportunities to contribute

Learn about our full range

of products and pricing by

contacting us here.

Production Director lacob Riis, a forme ames reviewe urnalist and ternational vazine edito

WHAT TO **DO NOW**

Click here to register for Nordic Game

Click here for questions on participation, group pricing and discounted passes

Click here for sponsor and exhibition enquiries

Click here for press enquiries

Welcome once again to Nordic Game!



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