GDC

EXHIBITOR 101

The Game Developers Conference (GDC) is the game industry's premier professional event, championing game developers and the advancement of their craft. GDC brings the game development community together to exchange ideas, solve problems, and shape the future of the industry across five days of education, inspiration, and networking.
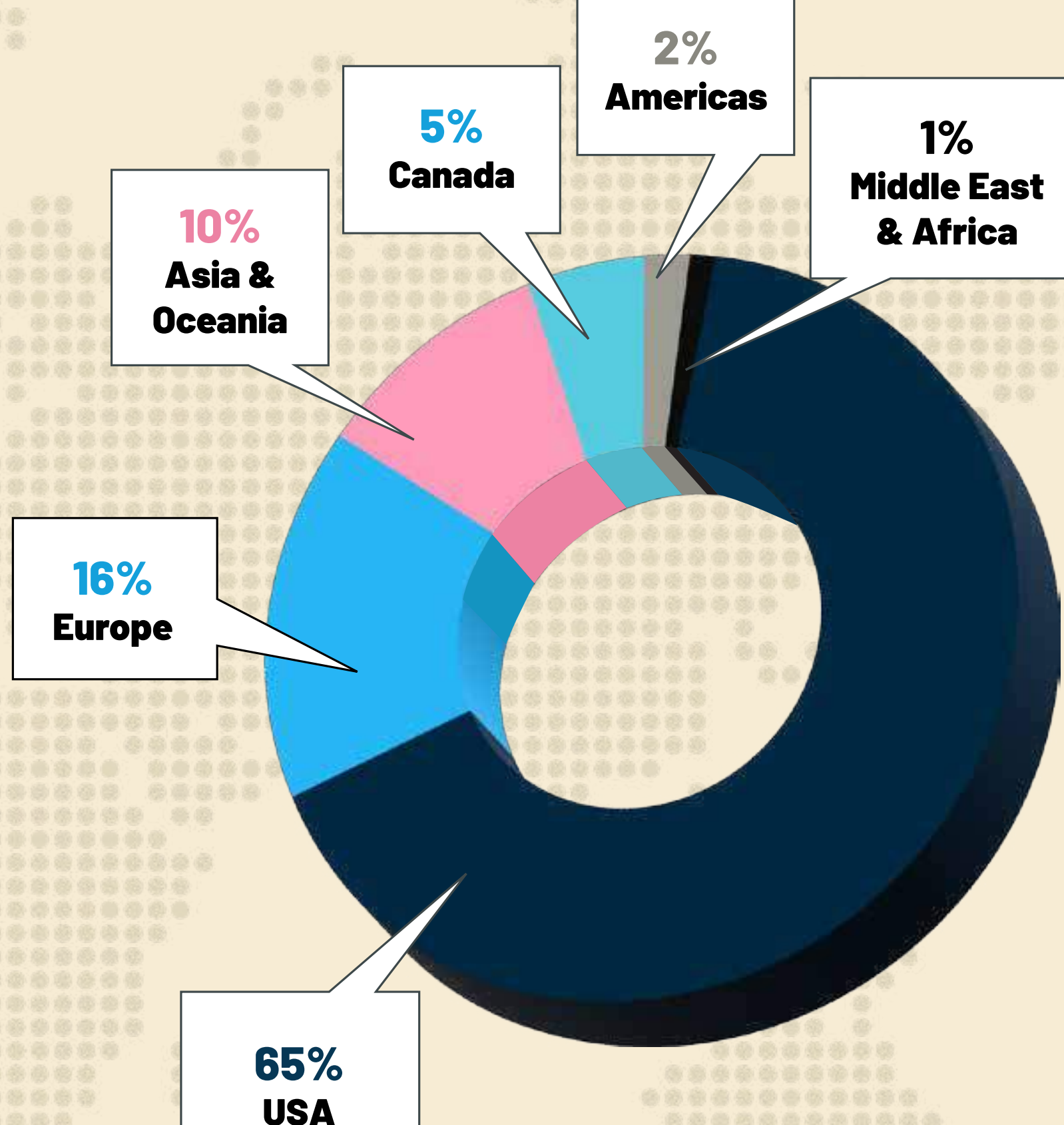
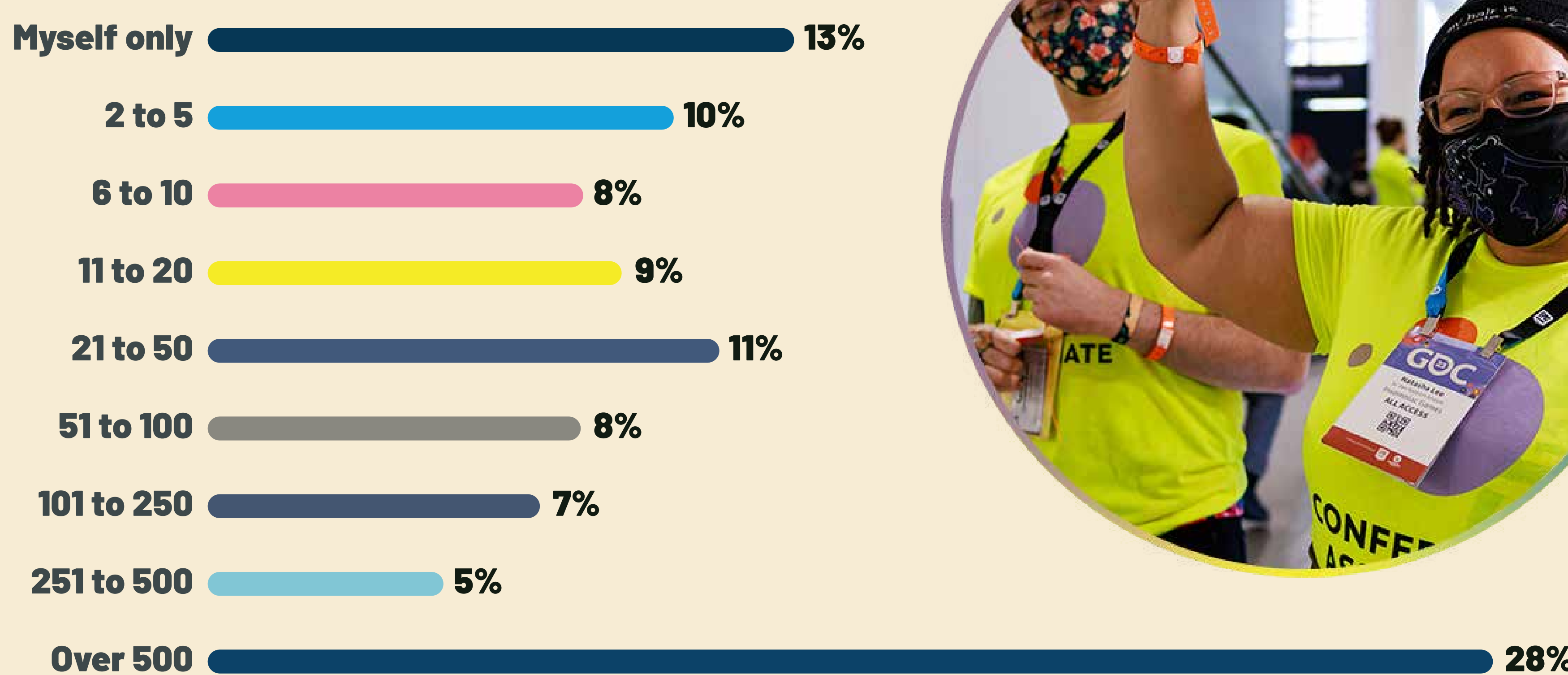

28,000 Attendees

500+ Exhibitors & Sponsors

300+ Press

700+ Sessions

1,000+ Speakers

- 65% USA
- 16% Europe
- 10% Asia & Oceania
- 5% Canada
- 2% Americas
- 1% Middle East & Africa

Company Size

Myself only	13%
2 to 5	10%
6 to 10	8%
11 to 20	9%
21 to 50	11%
51 to 100	8%
101 to 250	7%
251 to 500	5%
Over 500	28%

Job Focus
(Multiple responses allowed)

Business & Marketing/PR	37%
Game Design	22%
Programming/Engineering	26%
Production & Team Leadership	26%
Visual Arts	16%
Student	10%
Audio	7%

Company Focus
(Multiple responses allowed)

PC/Mac	28%
Console	26%
Mobile	22%
Virtual/Augmented Reality	15%
Blockchain/Web3/Metaverse	14%
Publisher/Distributor	12%
Marketing/PR	11%
Artificial Intelligence	10%
Game Monetization	10%
Student	10%
Tools/Middleware	10%
Browser Games	9%
Education	8%
Cloud	7%
Outsourcing/Localization/QA	6%
eSports	6%
Training/Education	6%
Funding/VC	6%
Media/Influencer	6%
Recruitment	3%

GDC helps exhibitors achieve their business goals

> *GDC is clearly the must-attend global conference for game developers and all vendors that market to them.*

96% of exhibitors said GDC is important to their business

Top Business Results Achieved:
1. Made new business contacts
2. Increased awareness of brand/product/service
3. Met with existing clients

> *Great opportunity to do networking with other people in the industry, learn what new things are being done around the world, and of course a great opportunity to do business.*

Attendees come to GDC to network and find inspiration

91% of attendees said GDC is important to their business

Top Reasons for Attending:
1. Networking
2. Learning new trends and innovations
3. Inspiration

Top Actions Taken After Meeting with an Exhibitor:
1. Connected on LinkedIn
2. Sent an email
3. Visited an exhibitor's website

> *Not having been before, I wasn't sure what to expect and found it very good to learn about other aspects of the business, upcoming trends and also how to deal with certain types of problems like burnout from hybrid/remote working.*

GDC Makes Headlines Around the World

Latest trends on display at Game Developers Conference
— Associated Press

What's ahead for the video game industry as popularity rises
— CBS News

GDC 2023: New Developers and New Games Arrive at Game Developers Conference in San Francisco
— NBC Bay Area

The Future of Gaming: 10 Titles We Can't Wait to See at GDC 2023
— PC Mag

GDC 2023 sees attendance of 28,000
— GamesIndustry.biz

GDC 2023 kicks off with a gathering that's closer to normal
— Mercury News

Exhibit at the World's Premier Event Dedicated to the Game Development Community

Build Your Bespoke Package
GDC is trusted by the best to deliver a world-class exhibitor and sponsor experience. Our dedicated team will help you create a package that aligns with your business goals for 2024.

Build relationships, seek out collaborations and recruit talent.
GDC is not only about business; it's also a gathering of like-minded individuals passionate about the future of game. Exhibiting at GDC is where the conversations happen. Meet the industry across the spectrum, connect with indie gamers, artists, builders, investors, and more. Have the power to make meetings at your own booth. Our international presence helps you enhance your development with new perspectives and geographies. Build your community and support by participating in GDC as a sponsor or exhibitor in 2024.

CLICK HERE TO GET IN TOUCH

GDC

MARCH 18-22, 2024
SAN FRANCISCO, CA
GDCONF.COM