WEPLAY EXPO

Play for Decades. Never Fade.

21st-22nd Nov,2026

National Exhibition and Convention Center (Shanghai)

SALES KIT

Key Visual is in Production

All Platform Games | Various Themes | Pop Culture | ACGN

Gaming Events | Board Games | Sci-Fi | Retro & Traditional

Guest & Activities | Music Performance | Game Education | B2B Matching

About WePlay Expo

WePlay is China's largest indie game expo, held annually and featuring top games, global guests, and cultural content. With hands-on experiences, face-to-face developer meetups, and a strong online presence, it connects creators and players in meaningful ways.

WePlay collaborates with domestic and international platforms and media to promote content online, maximizing exposure and visibility for exhibitors and their games.

WePlay leverages an innovative online-offline model to help exhibitors achieve efficient brand promotion and user engagement. Serving both B2B and B2C needs, it's a highly anticipated annual event for the industry and gaming enthusiasts alike.

























Key Data of WePlay 2025









20000+ Visitors

500+ Games

300+ Exhibitors

13+ Countries & Regions

14 Stage Performance

10+ Themed Areas

200+ KOL and content providers

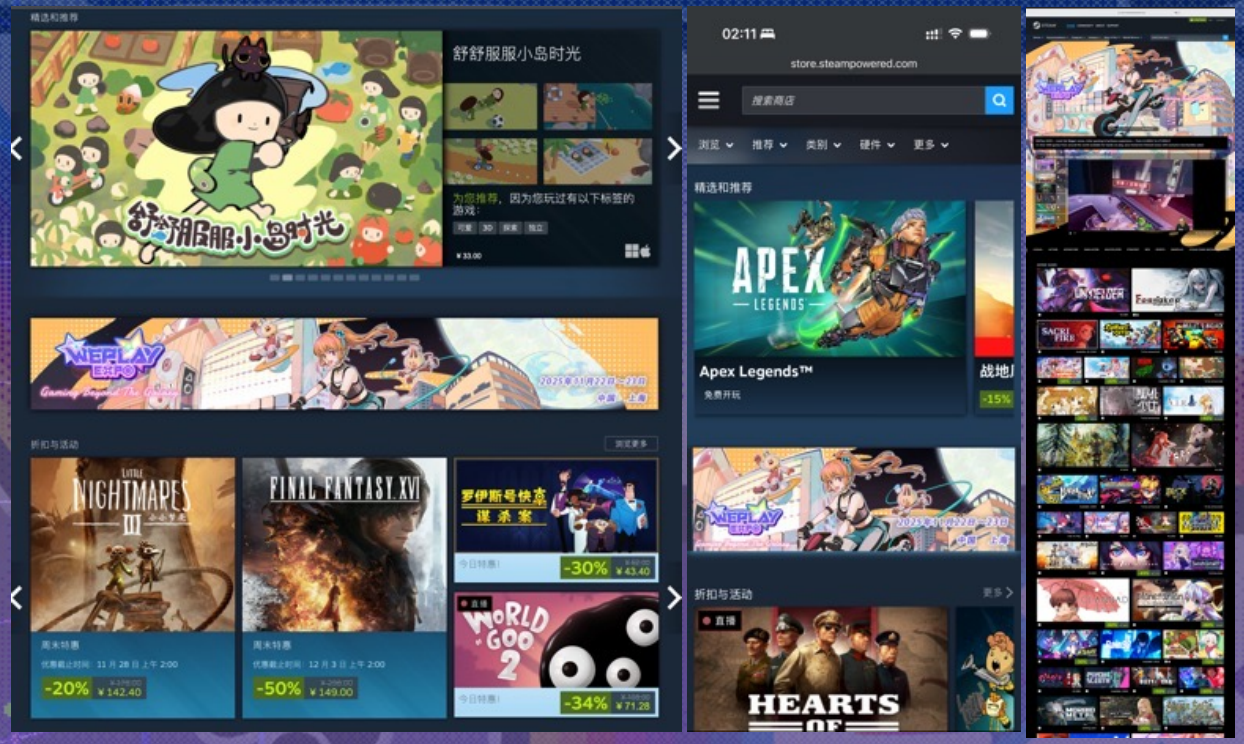
1.8B Impressions on Steam, Steam China, HeyBox, RedNote, Gamersky and Gmhub in total

3.18M Wishlists on Steam in total

3M Livestream Views

WePlay2025 Online Feature Page

WePlay2025 has feature pages on Steam, Steam China, HeyBox, RedNote, Gamersky, Gmhub (www.gmhub.com) which present 300+ exhibitors, 500+ games with total impression over 1.8 billion









During WePlay 2025, the online feature page was launched and received 3 days of featured display on the Steam and Steam China homepages. This resulted in over 1.48 billion total product impressions, more than 40 million total product page visits, and over 3.18 million additions to wishlists in one week.

WePlay 2025 partnered with HeyBox for online and offline integrated exposure. The total impression is over 1.9 million, while the Steam wishlists from HeyBox surpassed 360 thousand.

WePlay2025 Online Feature Page

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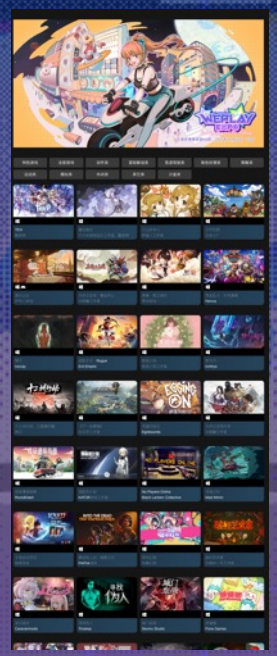












RedNote feature event resulted 5000 notes, 270 thousand interactions and 340 million impressions. 3 Times in trending history with TOP 1 on trending rank.

GAMERSKY, Gmhub, and other feature pages has 2 million impressions in total.

Thanks to All Sponsors, Media and Event Partners

主办方 Organizer

托木文化 · CiGA 中国独立游戏联盟 China Indie Game Alliance

首席显示硬件合作伙伴 Top Display Hardware Partners

EVNIA 弈威 · PHILIPS 懂生活的AI电视 · AOC

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zFrontier ZFX 2025 · FEVERCON · MINDstyle

CiGADC开发者大会及WePlay官方Party合作伙伴 Partner of CiGADC and WePlay Official Party

EPIC GAMES · UNREAL ENGINE

官方直播合作伙伴 Official Live Stream Partner

bilibili 直播 · 虎牙直播 · 斗鱼 DOUYU.COM · sina 新浪游戏

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EVNIA 弈威 · PHILIPS 懂生活的AI电视 · AOC · 八位堂

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大学生游戏开发联盟 · HIT ACADEMY

indiePlay独立游戏大赛合作伙伴 indiePlay Awards Partner

轻游梦工坊

全能逛展合作伙伴 All-in-One Exhibition Partner

游民星空 WWW.GAMERSKY.COM

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游研社 · IGN 中国 · 游戏动力 game · 游民星空 WWW.GAMERSKY.COM · 3DM GAME · 17173 · BBG · 18183 · DONEWS · 篝火营地 · INDIENOVA · sina 新浪游戏 · TGBUS.COM · NGA.CN · GAMEDIARY · 小黑盒 HEYBOX · UCG · 游资网 GameRes.com · GAMECORES · 手游那点事 · 大众软件 · 游戏部 · 龙虎报 · GGAC数字艺术平台 · 游团网 · 触乐 · 游戏葡萄 · 知乎 游戏 · 游物语 · EW 东西游戏 · 4399游戏盒 · NeXT SCENE · 情报姬 · 52yxyx.com · 二柄APP · Gamker 攻壳游戏 · 妄想文库 · 观察者网 www.guancha.cn

Thanks to All Exhibitors!

参展商列表

排名不分先后



AND MORE.....

Gaming Beyond The Galaxy

Hall H3 , Shanghai World Expo Exhibition & Convention Center 22th-23th Nov , 202

500+ Games to Play

Over 500 games are on display, ranging from AAA titles to indie games, covering consoles, mobile devices, PC, VR, and even arcade machines. Additionally, several games offered demo in China for the first time.





















Global Games Showcase

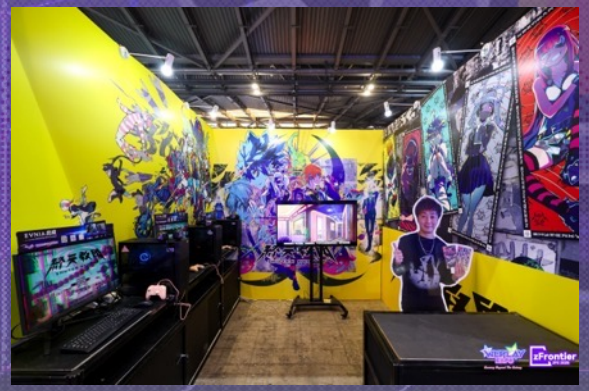
This year, WePlay2025 brings together games from over 10 countries, including Japan, New Zealand, Canada, France, South Korea, Brazil, Switzerland, and Poland, enhancing its international atmosphere. An increasing number of international titles are showcased at the event, with many making their debut in China.

















Indie Games Showcase

A comprehensive selection of the best independent games from both domestic and international developers across all platforms will be featured, including live showcases of indiePlay's annual nominees. The event brings together the most creative game developers in China. The annual indiePlay Awards Ceremony will recognize outstanding works in various categories.

















Immersive Culture Experience FEVERCON

The FEVERCON themed zone brings together premium IP content from both China and abroad, creating an immersive interactive experience. Featured titles include: “Magical Girl Witch Trials,” “Needy Streamer Overload,” “Rusty Lake,” “Professor Layton,” “Inazuma Eleven,” “Fantasy Life,” “Summer Pockets,” “ Clannad,” “ The Witcher 3: Wild Hunt,” “Sword and Fairy,” and other well-known IPs!

















Diverse Range of Merchandise

In addition, these well-known IPs have also brought a variety of exclusive collaborative merchandise for sale. From themed exhibition areas, to guest meet-and-greets, limited goods for sale. Fans can enjoy a one-stop experience that has received widespread acclaim!















Hardware Carnival

The joint organizer, zFrontier, brought many peripheral brands to the exhibition, attracting enthusiasts of mechanical keyboards, desk setups, HiFi, and photography. Together, we aim to build a high-quality community and offer engaging interactive experiences.











Offline Gathering

WePlay has become a major offline gathering for media, KOLs, and KOCs in the industry. Content creators from Bilibili, weibo, and rednote were present. Some influencer also brought their own works to the exhibition, engaging players as well as their fans.













Activties and Prizes

The badge collection activity at the 2025 WePlay event continued to grow, with participation doubling this year. Alongside the regular collection, new activities combining both online and offline check-ins were introduced. Raffle prizes ran out early, and the online activities received an enthusiastic response from visitors.













Stage Shows

Multiple stage shows brought players the latest game news, with developers from around the world attending in person to interact and engage with the audience. The stage also featured guest interactions, presentations, award ceremonies, virtual streamers, and the indiePlay award.

















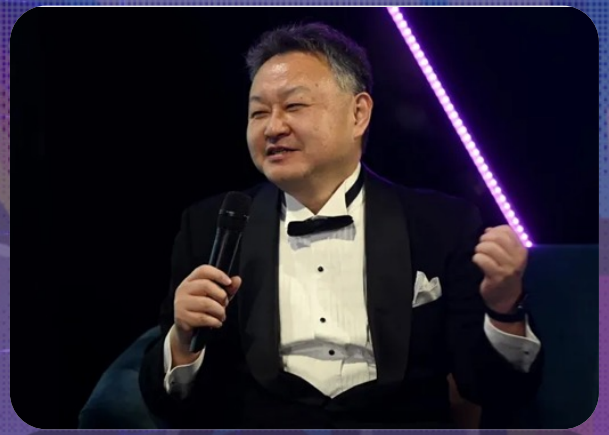






Guest Speakers

Popular game developers attended to share behind-the-scenes stories of their creations and discuss the latest project updates. Each year, WePlay invites numerous guests from around the world, making it the premier event for teams and creators to engage directly with the Chinese market.



Shuhei Yoshida



Robin Ras



Kenji Ito



Akihiro Hino









Previous Guests

Since 2017, WePlay has featured exciting interactions with guests from China and abroad, ensuring every fan leaves with a rewarding experience.



Composer of TEKKEN, Ridge Racer series
Nobuyoshi Sano



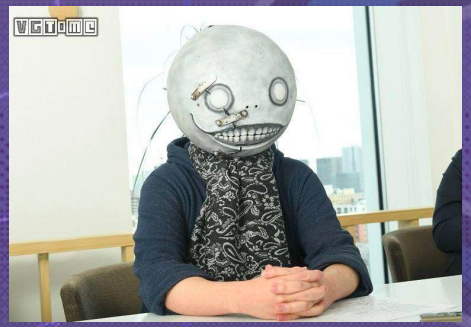
Producer of Castlevania
Koji Igarashi



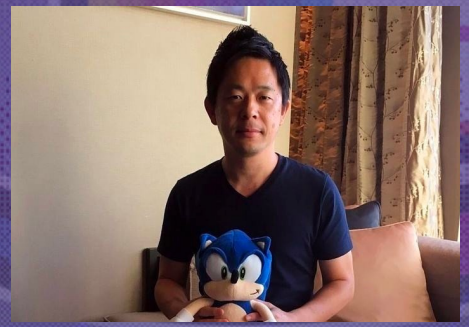
Composer of Castlevania
Michiru Yamane



Illustrator of Castlevania
Ayami Kojima



Director of NieR series
Taro Yoko



Producer of Sonic Forces
Shun Nakamura



Game&film Producer of Silent Hill
Akira Yamaoka



Producer of Dead by Daylight
Mathieu Cote



Grasshopper Manufacture
lead producer
Gosichi Suda

Previous Guests

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Touhou Project Founder
ZUN (Jun'ya Ota)



Jaeho Hwang
MINTROCKET
Director of Dave the Diver



Michael Bastiaens
Black Salt Games
3D Art Director



Takuma Endo
ACQUIRE
President



Detroit: Become Human Connor
Prototype actor Bryan Dechart



Sakakibara Shohei
Spike Chunsoft
Producer



Daichi Saito
WSS playground
Why so serious, Inc. CEO



Nyarura
Needy Girl Overdose
Narrative Designer

Previous Guests

Since 2017, WePlay has featured exciting interactions with guests from China and abroad, ensuring every fan leaves with a rewarding experience.



Producer of Eiyuden Chronicle：Hundred Heroes
Yoshitaka Murayama



Composer of Langrisser
Noriyuki Iwadare



The Legend of Hereos: Trails in the sky Singer
Kanako Kotera



Producer of Shenmue3
Yu Suzuki



Producer of It Takes Two
Josef Fares



Producer of Final Fantasy
Sakaguchi Hironobu



PlatinumGames Founder
Atsushi Inaba



Form Platinum Games lead game designer
Hideki Kamiya



Play for Decades. Never Fade.

2026

Quality

Experience

Connection

Break Through

Surprise

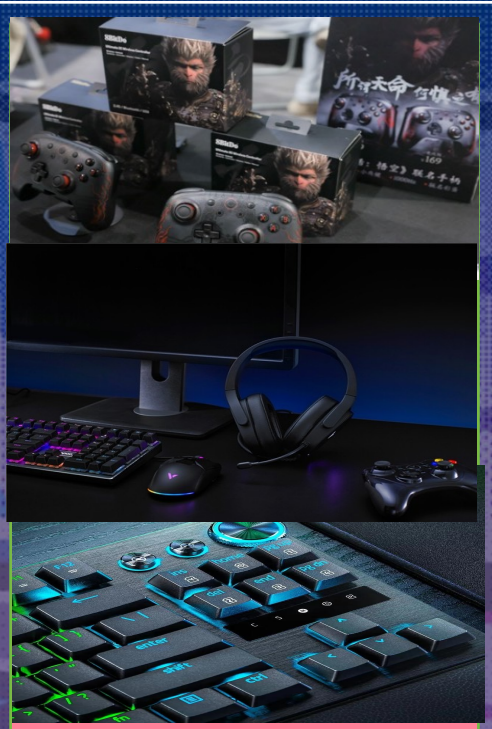
2026 Content Preview: WePlay Expo 10th



Wider

Global Interaction Communication

Wider international participation, communication, and interaction with different contents and people



Deeper

Hardware and Peripheral

Monitors, keyboards, mouse, headsets, and controllers will be explored further to enhance content experiences and interactions both within and outside of games.



More Diversified

Diversified Content

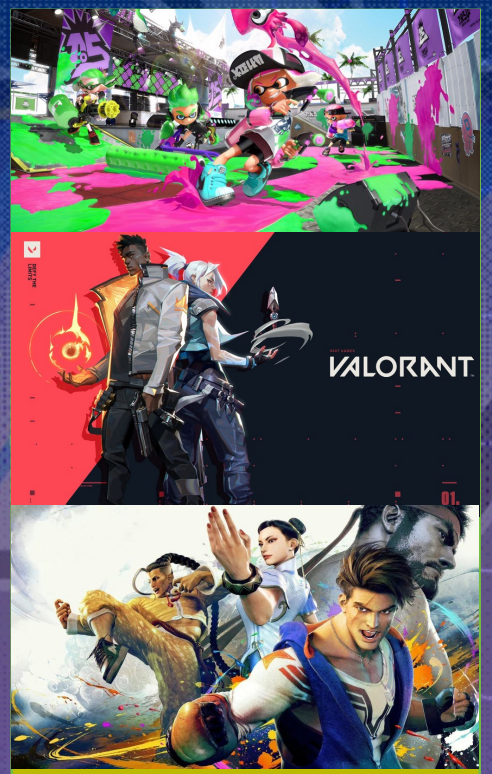
Animation, Art, Pop Culture, Music, Traditional Chinese Culture, Literature, etc. Quality content from various fields.



Stronger

B2B Industry Value

Industry resource matching, business negotiation, IP cooperation, cooperative development, etc. Further, enhance the value of the event in the industry.



More Fun

Casual Tournament

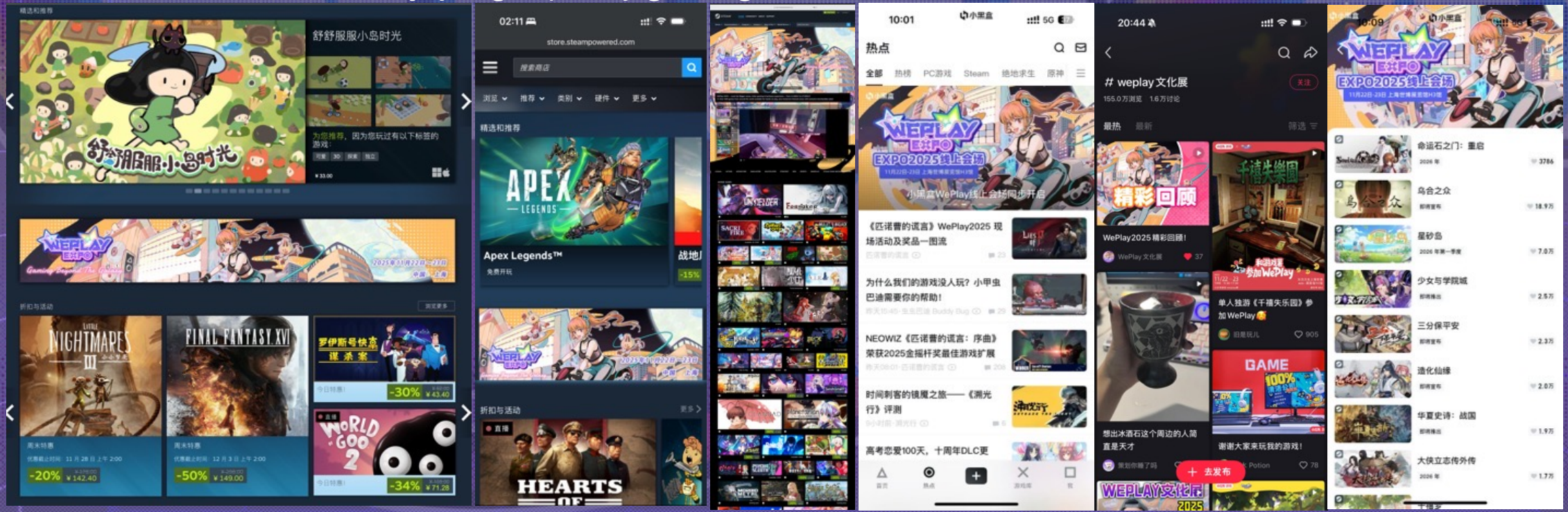
Popular e-sports projects, Party games, and happy interactive confrontation projects greatly enhance the on-site interaction and experience

More Ways to Promote Your Game

WePlay 2025 has set up 6 feature pages: Steam, Steam China, HeyBox, RedNote, GAMERSKY, and GmHub

WePlay 2025 Steam feature page was featured on the homepage 3 days, achieving over **1.48 billion** impressions

WePlay 2026 will continue to enhance online promotion, expanding the digital influence to allow more gaming enthusiasts worldwide to enjoy high-quality gaming content.



More Diversified Culture

At WePlay Expo 2025, a variety of IP-themed cultural content was showcased in the form of FEVERCON.
Next year, more IP-themed exhibition pavilions and limited-edition merchandise will be added, with the goal of providing visitors with an even more diverse experience.



FEVERCON











More Themes and Culture Exhibitions

The 2025 WePlay Expo featured special sections for alternative controller games, rhythm games, board games, historical medieval battles, student-made games, and public welfare games.

WePlay Expo will continue to explore the possibilities of games, seek ways to combine games with new technologies, and make ongoing efforts to expand the broad social value of gaming culture.















More Business Matching

- CiGA continues to provide a high-quality industry communication platform for global audience.
- Estimate CiGA Developer Conference: November 20, 2026.
- We will invite guests from global to share their insights, increasing opportunities for industry interaction. Our goal is to create an excellent platform for domestic and international game industry communications.

CiGADC
中国独立游戏联盟开发者大会
China Indie Game Alliance Developers Conference
2025.11.21
上海市浦东新区国展路 1099 号 B1 层
1 号会议室
主办方 Organizer CiGA
大会特别合作伙伴 Special Event Partner EPIC STORE





10:00–10:40 以“自由”筑江湖：开放世界武侠的设计初心与探索
Building a Jianghu with 'Freedom':
The Design Philosophy and Exploration of Open World Martial Arts
嘉宾 Speaker
半瓶神仙醋 Guo Lei
北京半瓶醋网络科技有限公司 CEO
Beijing Banpingcu Network Tech , CEO

11:20–12:00 独立游戏《闪避刺客》开发复盘：未曾预料的经验与教训
Indie Game SANABI Postmortem: What I wish I'd known
嘉宾 Speaker
刘升泫 SEUNGHYEON YOU
WONDERPOTION Inc. & CEO, 总监
WONDERPOTION Inc. & CEO and Director

午休 Lunch break

14:05–14:50 在 Epic 游戏商城获取成功与赢得用户的秘诀
The journey of Servant of the Lake
嘉宾 Speaker
Kyle Billings
Epic 游戏商城产品战略与商务总监
Epic Games: Director, Portfolio Strategy, Epic Games Store

14:50–15:30 《湖之仆从》的创作之旅
The journey of Servant of the Lake
嘉宾 Speaker
Robin Ras
锈湖，联合创始人
Rusty Lake, Co-founder
嘉宾 Speaker
Luuk Waarbroek
锈湖，制作人
Rusty Lake, Developer

10:40–11:20 制作令人着迷的游戏
Making games that obsess people
嘉宾 Speaker
Henry Feltham
《非生物因素》制作人，Deep Field Games 工作室总监
《Abiotic Factor》 Developer, Deep Field Games Studio Director

15:30–16:10 《LEVEL5 的角色魅力塑造之道》
LEVEL5's Approach to Creating Captivating Characters
嘉宾 Speaker
日野晃博 Hino Akihiro
LEVEL5 社长 /CEO
LEVEL5 President/ CEO

16:10–16:50 从建筑 / 壁画到游戏—关于专业知识协助游戏美术 / 策划的案例分享
From Architecture/Mural Art to Gaming
Case Studies on How Domain Expertise Supports Game Art & Design
嘉宾 Speaker
陈佳鑫 Chen Jiaxin
《江南百景图》建筑文化顾问 / 自由文化咨询创业者
Cultural Consultant of 《Canal Towns》 /Freelance
Cultural Consulting Entrepreneur

16:50–17:30 伊藤贤治的游戏音乐制作秘闻以及 CASA 的独立游戏音乐制作体制
Inside Kenji Ito's Game Music Craft & CASA's Indiegame Audio Pipeline
嘉宾 Speaker
伊藤贤治 Kenji Ito
日本著名作曲家
Composer
嘉宾 Speaker
朱金 Sean Zhu
灵泉音频工作室 CEO
CEO of Castalia Audio







More Business Matching

The WePlay 2025 also host an official party as a face-to-face communication platform. This event aims to provide a relaxed environment for all participants to interact. Additionally, the official party hopes to foster new possibilities and collaborations.











WEPLAY EXPO

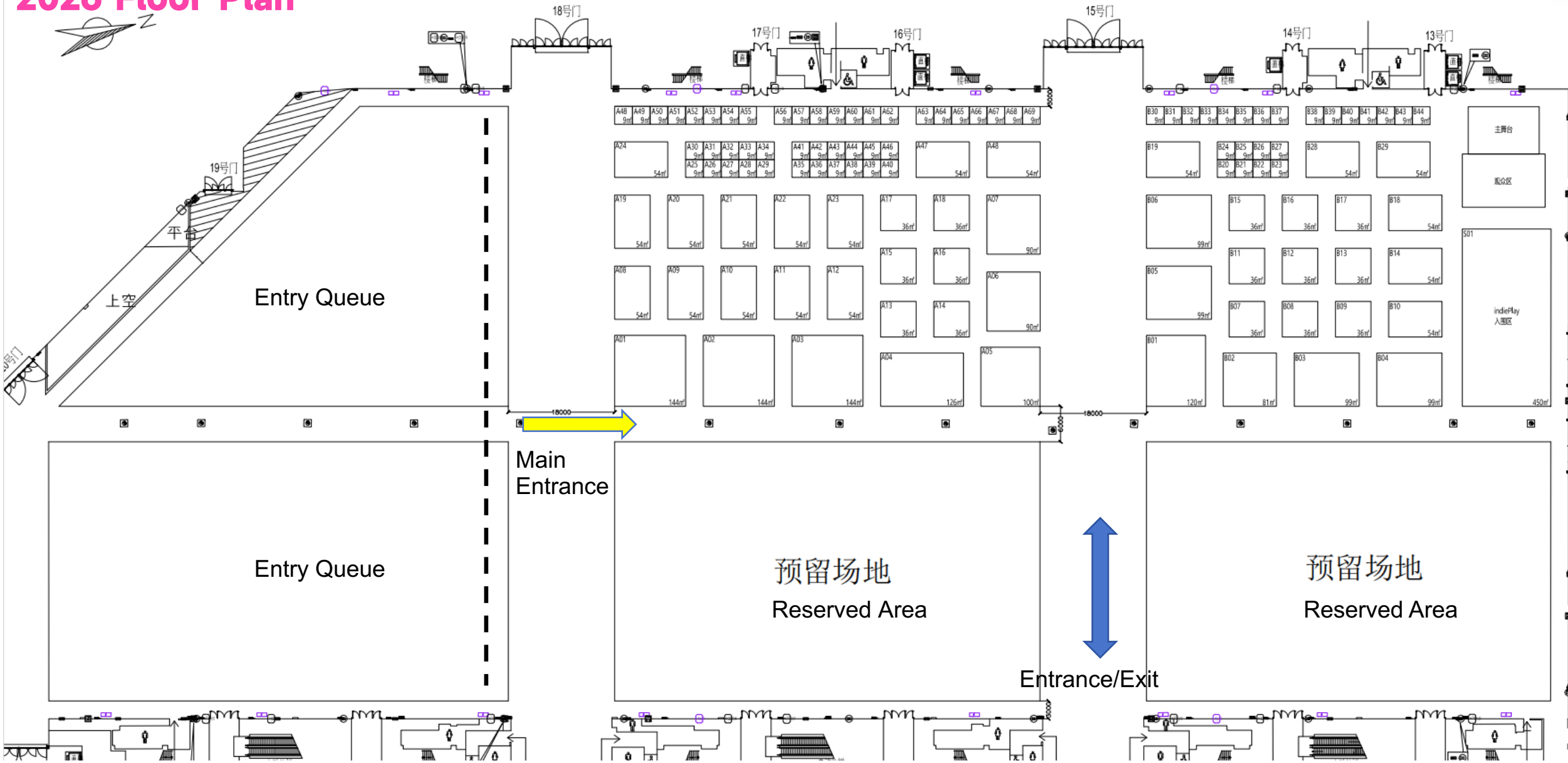
Play for Decades. Never Fade.

21st-22nd Nov,2026

National Exhibition and Convention Center（Shanghai）

How to Participate

2026 Floor Plan



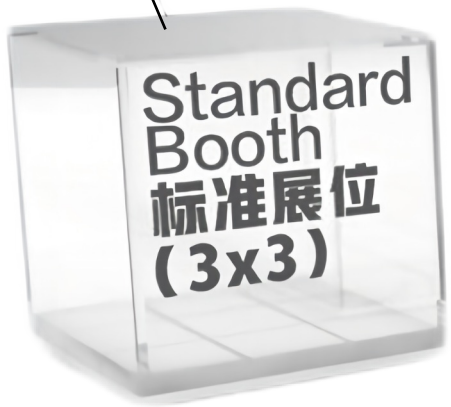
*Exhibition zones A, B, and C are for sample displays only and can be relocated or subdivided as needed.

*S is reserved for special partners. Contact us if you need
*The actual plan may vary

Reserve for 2026

Standard Booth（3m×3m）
Price: 10800 RMB

- 3 exhibitor badges
- 1 table（100cm×50cm×75cm table cloth）
- 2 chairs
- 1 trash bin
- 1 power plug
- 1 set of spotlight





Raw Space: （Starts from 36㎡）

Raw Space（36㎡ at least）
Price: 1300 RMB/㎡

- 36-81㎡ – 8 exhibitor badges
- 140㎡ – 10 exhibitor badges
- 210㎡ or bigger – 15 exhibitor badges
- Extra badges can be applied if required
- Booth design plan needs to be reviewed first

☐ Games exhibited on-site will have a chance to be present on online feature pages

☐ Price does not include construction management fee and the security verification costs

☐ To ensure a quality experience, the organizer reserves the right to reject anything that may undermine the experience

☐ The above rate is tax exclusive price

2026 Sponsorship Opportunities

TOP SPONSOR

¥ 2,800,000

Only 1 slot

	Benefits	Quantity	Info
1	Lobby Glass Door Header (Top)	1	Above the main entrance, spanning passageways
2	Inter-Hall Wall Sticker	5	1.03m (H) x 2.44m (W) at intersections and entrances
3	In-Hall Floor Sticker	10	Flexible in both design format and location
4	North Atrium Free-standing Billboard	Only 1	3m (H) x 8m (W) at the Central Ring
5	Inter-Hall Free-standing Billboard	2	3m (H) x 6m (W) between halls and at main entrance
6	Interior Lobby Glass Wall	2	Above entrance doors, near the interior hall
7	Badge & Lanyard	/	Back cover on badges, and logo on lanyard sponsorship
8	Event Booklet	2	Full-color 2 pages on official booklet
9	Flyers sent at entrance	/	Distributed directly with tickets at entrance and visitor center
10	Water-fill Flag Banner	10	Positioned along the entry corridors based on requirements
11	Barricades	20	Location can be customized
12	Raw Space	1	Minimum 100-150 ㎡
13	Video ads on main stage	/	Video ads within 1 min
14	Host mention	/	Host gives introduction on stage time
15	Slot on main stage	/	Interactive session on main stage
16	Volunteer T-shirt	/	Graphics on Volunteer T-shirts
17	Website	/	Title and logo appearance on website
18	News mention	/	Mention as sponsor and brief info in news release

*All currency in RMB (tax not included)

P.S. The above all may vary and can be customized

2026 Sponsorship Opportunities

Special SPONSOR

¥ 400,000

4 slots

	Benefits	Quantity	Info
1	Lobby Glass Door Header (Bottom)	2	Above the main entrance, spanning passageways
2	Inter-Hall Wall Sticker	4	1.03m (H) x 2.44m (W) at intersections and entrances
3	Interior Lobby Glass Wall	2	Above entrance doors, near the interior hall
4	Water-fill Flag Banner	10	Positioned along the entry corridors based on requirements
5	Barricades	5	Location can be customized
7	Event Booklet	1	1 full page-colored ads
8	Raw Space	1	Minimum 42-54 m2
9	Video ads on main stage	/	Video ads within 1 min. 2 to 3 plays a day
10	Website	/	Title and logo appearance on website
11	News mention	/	Mention as sponsor and brief info in news release

*All currency in RMB (tax not included)

P.S. The above all may vary and can be customized

2026 Sponsorship Opportunities



Lanyard ￥60,000



Badge ￥60,000



Event Booklet ￥30,000



Ticket ￥100,000

Entrance ad, giveaway with tickets



indiePlay Nomination area

￥300,000

Logo, promo material, award presenter



Main Stage ￥60,000

Main stage interaction one time a day. each 15 min. Video play 2 times a day



indiePlay Awards Ceremony

￥250,000

Mentions on main screen, award badge, ceremony host, and acting as award presenter



WePlay Pins Sponsor ￥100,000

Customized WePlay Pins, mentions on event booklet, sponsors info, and on-site lottery

*All currency in RMB (tax not included)

*Can be customized upon sponsorship requirements

2026 Sponsorship Opportunities: On-site Ads





Lobby Glass Door Header (Top)

- Position: Entrance/Exit
- Material: Removable Adhesive
- Specification: 10m(w) x 8m(h)
- **Price：120K RMB**
- Quantity: 4

Lobby Glass Door Header (Bottom)

- Position: Entrance/Exit
- Material: KT Board
- Specification: 2.8m(w) x 1.9m(h)
- **Price：8000 RMB/each**
- Quantity: 16

Lightbox Advertisement

- Position: Central Ring
- Material: Lightbox
- Specification: 6m(w) x 3m(h)
- **Price: 30K RMB/each**
- Quantity: 3

2026 Sponsorship Opportunities: On-site Ads



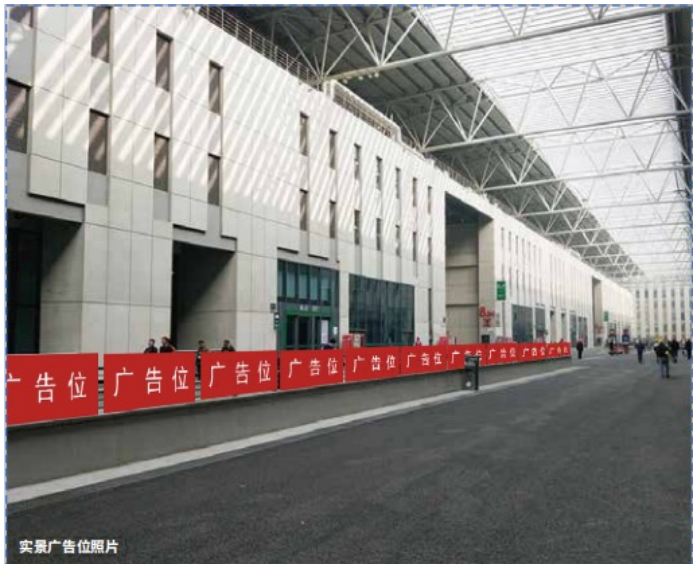
Floor Graphics

- Position: Exhibition Hall
- Material: Floor Sticker
- Specification: 1m(w) x 1m(h)
- **Price: 1500 RMB/each**
- Quantity: Depends (10 at least)



Interior Lobby Glass Wall

- Position: Entrance/Exit
- Material: Photo KT Board
- Specification: 6.8m(w) x 1.9m(h)
- **Price: 20K - 30K RMB (depends)**
- Quantity: 6



Inter-Hall KT Board

- Position: Hall Intersections
- Material: Photo KT board
- Specification: 2.44m(w) x 1.03m(h)
- **Price: 4200 RMB/each**
- Quantity: 90 (5 at least)

2026 Sponsorship Opportunities: On-site Ads







Water-fill Flag Banner

- Position: Along the entry corridors
- Material: Flag Fabric
- Specification: 1m(w) x 4m(h)
- **Price: 6000 RMB/each**
- Quantity: Depends (10 at least)

Barricades

- Position: Entrance Route Outside The Venue
- Material: KT board
- Specification: 2m(w) x 1.2m(h) double side
- **Price: 4000 RMB/each**
- Quantity: Depends (10 at least)

North Atrium Free-standing Billboard

- Position: Hall Intersections
- Material: Free-standing Billboard
- Scale: 6m(w) x 3m(h)
- **Price: 30K RMB/each**
- Quantity: 6

2026 Extra Service: Meeting Room



Meeting Room 202 and 203

- Location: 8 meters floor
- Capacity: 100 people
- Scale: 240㎡
- **Price: 12000/ 4 hours**
- Service: projector, microphones, water, paper, and pens are provided.
- Limited quantity, first come, first served.



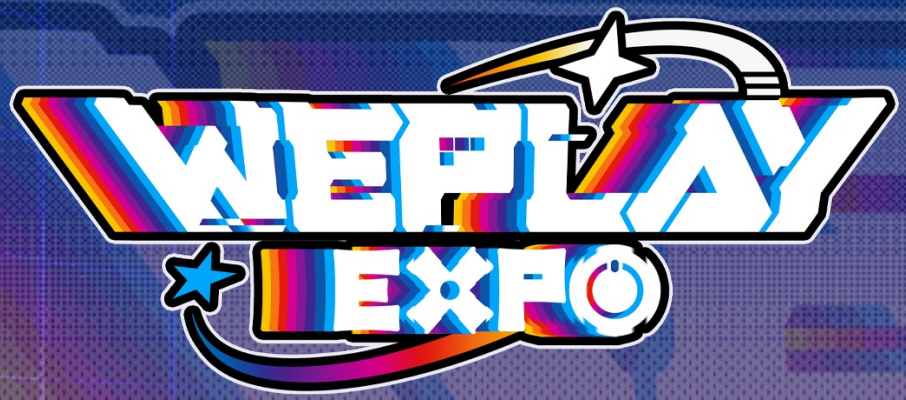
Meeting Room 201

- Location: 8 meters floor
- Capacity: 55 people
- Scale: 107㎡
- **Price: 8000/ 4 hours**
- Service: projector, water, paper, and pens are provided.
- Limited quantity, first come, first served.

*All currency in RMB (tax not included)

2026 Sponsorship Overview

	Category	Price (RMB)	Slots
1	Top Sponsor	2,800,000	1
2	Themed Exhibition Area (150-300㎡)	Starts from 1,000,000	2
3	Special Sponsor	400,000	4
4	Lanyard Sponsor	60,000	1
5	Badge Sponsor	60,000	1
6	Entrance Sponsor	100,000	4
7	Exhibition Catalogue Sponsor	30,000	6
8	Staff T-shirts Sponsor	80,000	1
9	indiePlay Nominated Area Sponsor	300,000	1
10	indiePlay Awards Ceremony Sponsor	250,000	1
11	WePlay Pins Sponsor	100.000	1
12	WePlay Afterparty Sponsor	250,000	1
13	Beverage Sponsor	100,000 with sponsored beverages	-
14	Main Stage Sponsor	60,000	4
15	Device Sponsor	100,000 with sponsored devices	-
16	Please refer to the previous information for on-site advertising positions		



Play for Decades. Never Fade.

THANK YOU

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