



*Play for Decades. Never Fade.*

21st-22nd Nov, 2026

Hall H3, Shanghai World Expo Exhibition & Convention Center

**SALES KIT**

[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

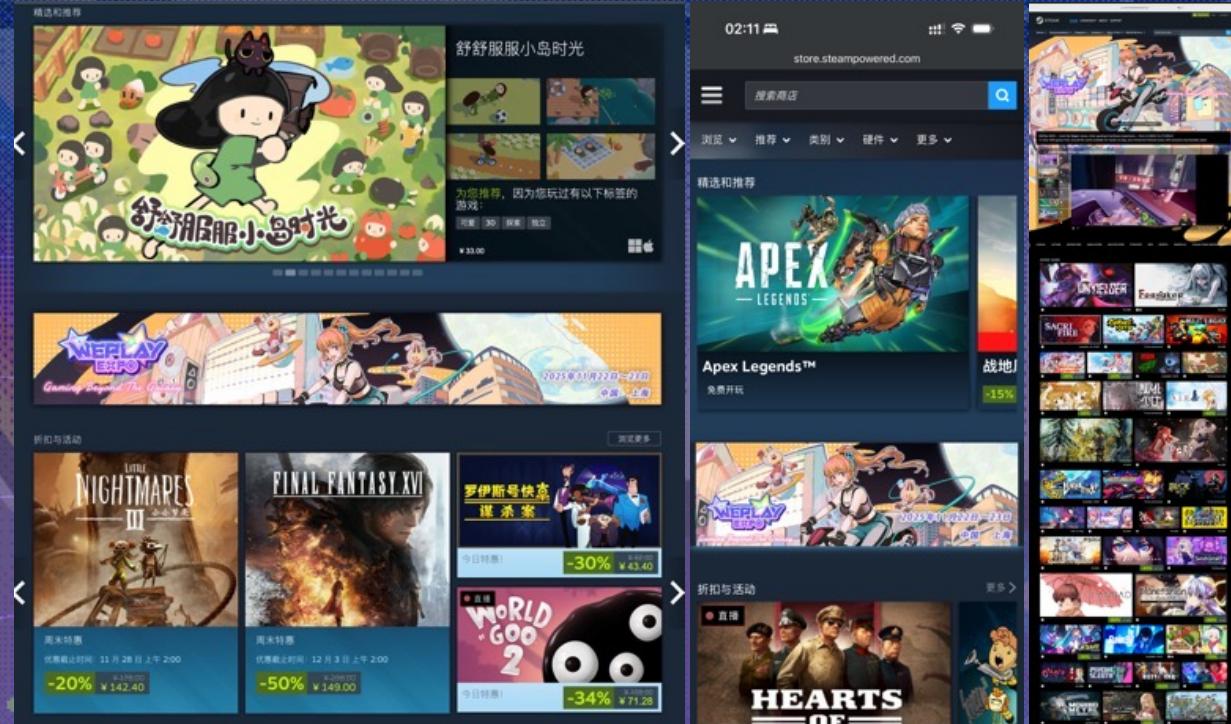
**1.8B** Impressions on Steam,

Steam China, HeyBox, RedNote, Gamersky and Gmhub in total

**3.18M** Wishlists on Steam in total

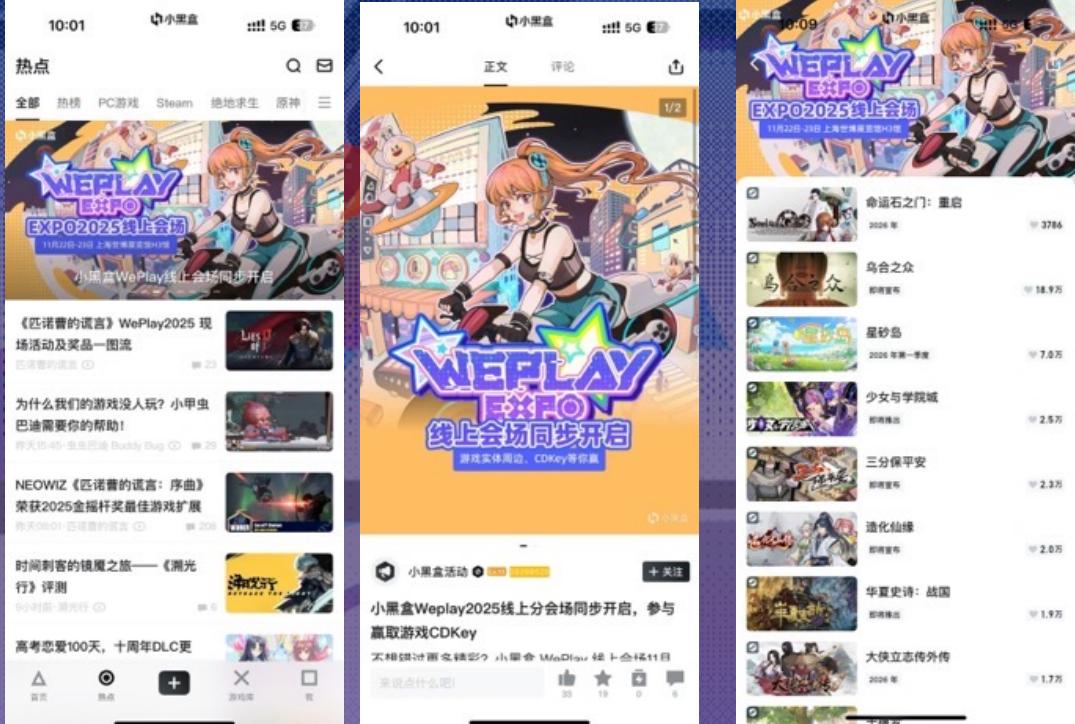
**3M** Livestream Views

# WePlay2025 Online Feature Page



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.

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

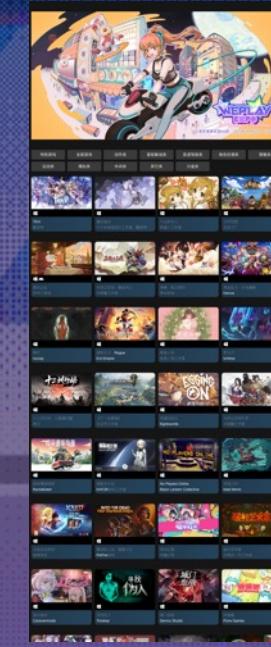
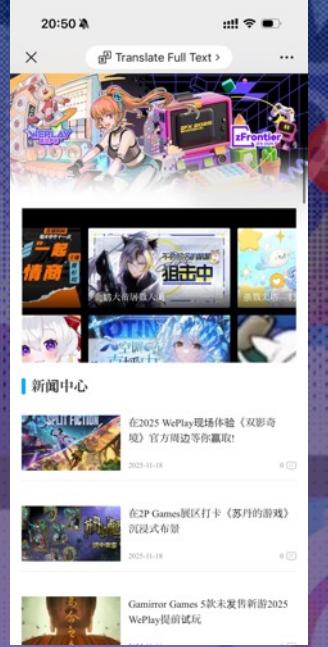


WePlay 2025 partnered with HeyBox for online and offline integrated exposure. The total impression is over 1.9 million, while the Steam wishlists from HeyBox surpassed 360 thousand.



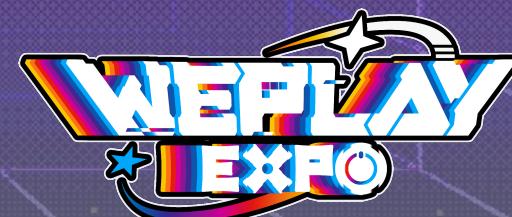
# WePlay2025 Online Feature Page

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



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 Exhibitors!

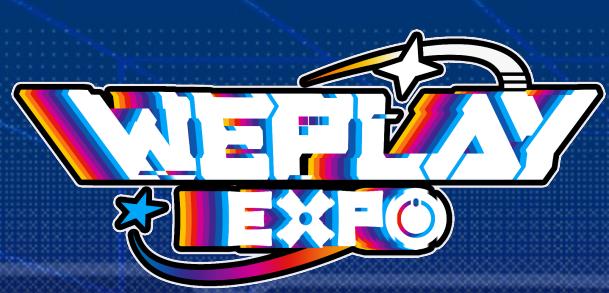
## 参展商列表

排名不分先后



AND MORE.....

Gaming Beyond The Galaxy  
Hall H3, Shanghai World Expo Exhibition & Convention Center 22<sup>th</sup>-23<sup>th</sup> Nov, 2022



# 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.



# WEPLAY EXPO 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!



# WEPLAY EXPO Diverse Range of Merchandise FEVERCON

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!



# WEPLAY EXPO 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.





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.





# Activities and Prizes

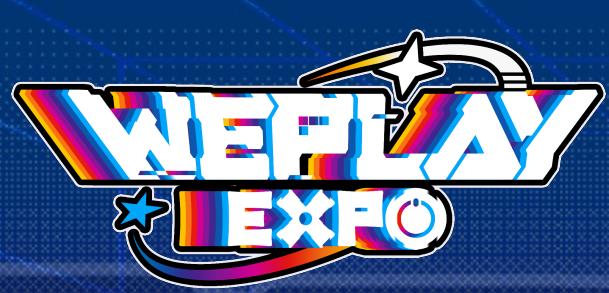
The badge collection activity at the 2025 WePlay event continued to grow, with participation doubling this year. Alongside the regular collection, new activities combining both online and offline check-ins were introduced. Raffle prizes ran out early, and the online activities received an enthusiastic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





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

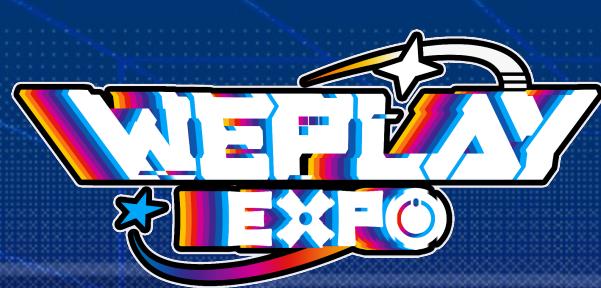


Kenji Ito



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



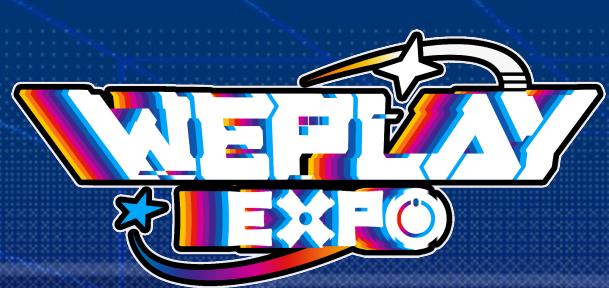
Game&film Producer of Silent Hill  
Akira Yamaoka



Producer of Dead by Daylight  
Mathieu Cote



Grasshopper Manufacture  
lead producer  
Gosichi Suda



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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



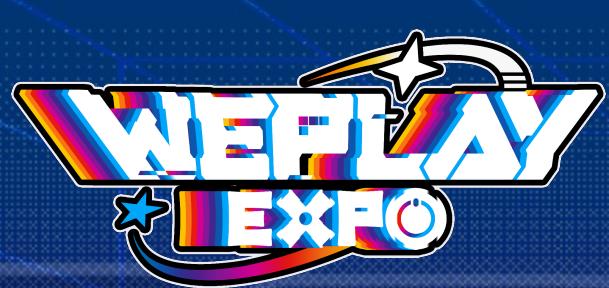
Sakakibara Shohei  
Spike Chunsoft  
Producer



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



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2026

Quality

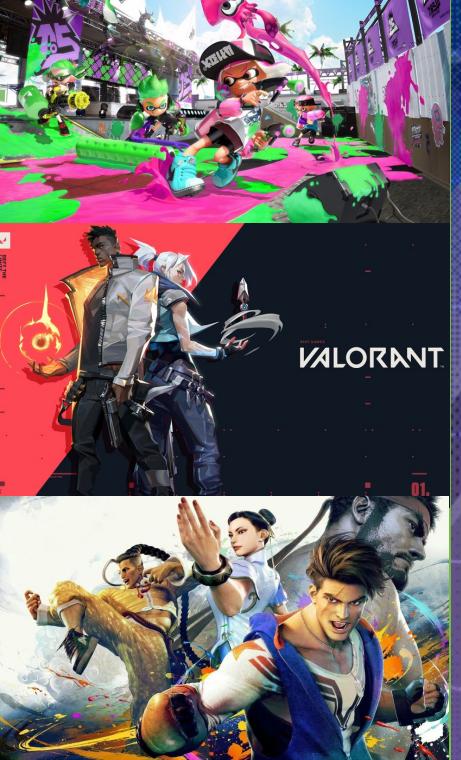
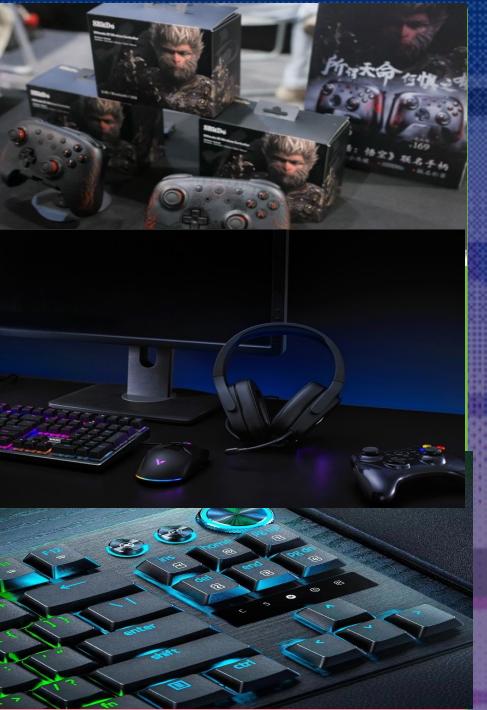
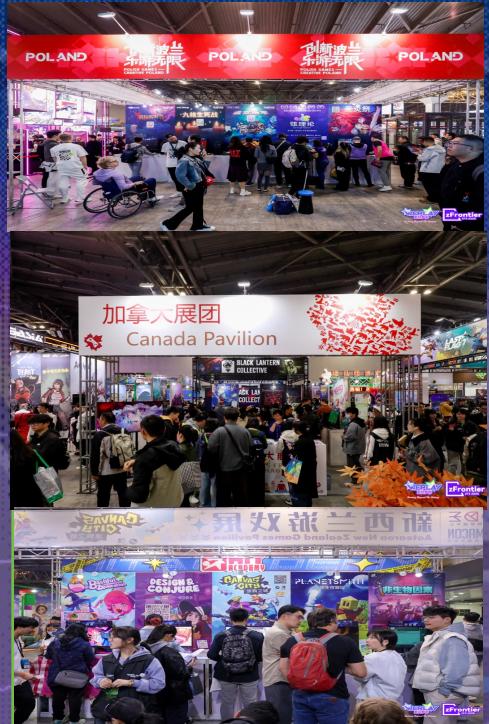
Experience

Connection

Break  
Through

Surprise

# 2026 Content Preview: WePlay Expo 10<sup>th</sup>



## 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

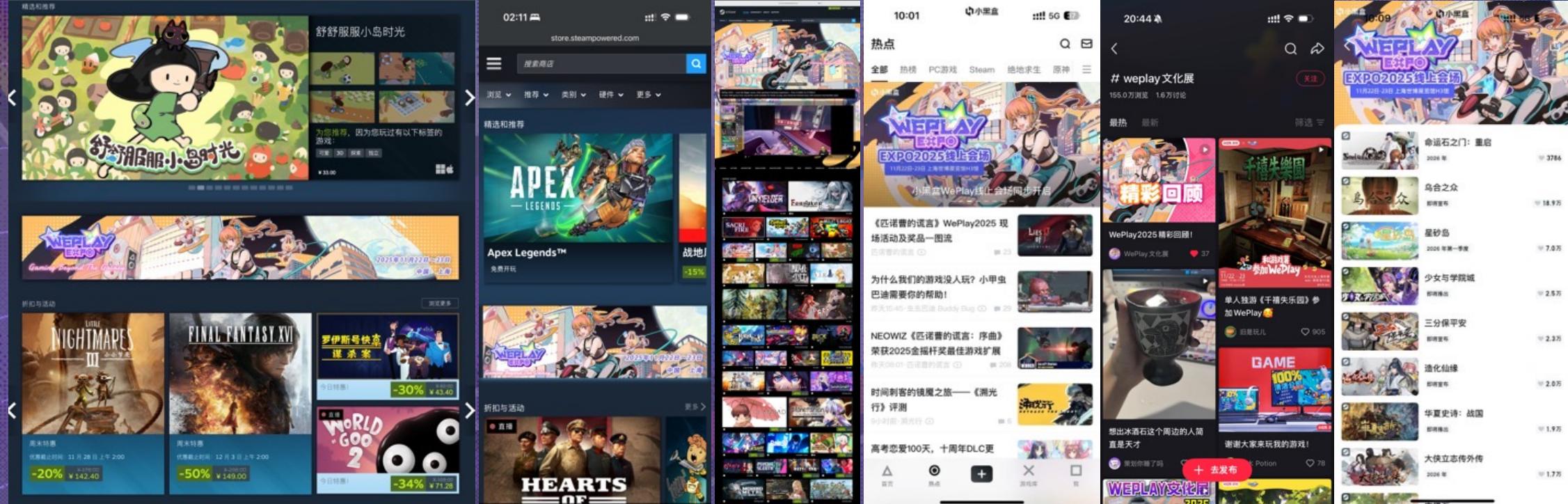
# More Ways to Promote Your Game



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.

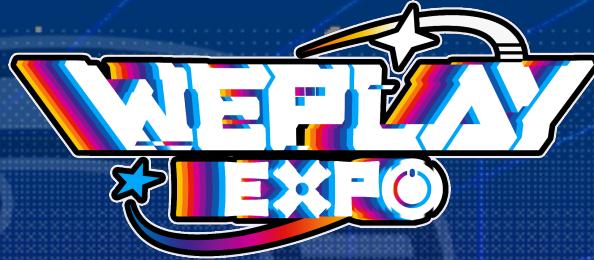
Next year, more IP-themed exhibition pavilions and limited-edition merchandise will be added, with the goal of providing visitors with an even more diverse experience.



# 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.



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

中国独立游戏联盟

China Indie Game Alliance

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 YOUNG  
WONDERPOTION Inc. & CEO, 总监  
WONDERPOTION Inc. & CEO and Director

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 《LEVELS》的角色魅力塑造之道  
LEVELS's Approach to Creating Captivating Characters  
嘉宾 Speaker 日野晃博 HINO Akihiro  
LEVELS 社长 / CEO  
LEVELS 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  
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 Indiegamed 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.





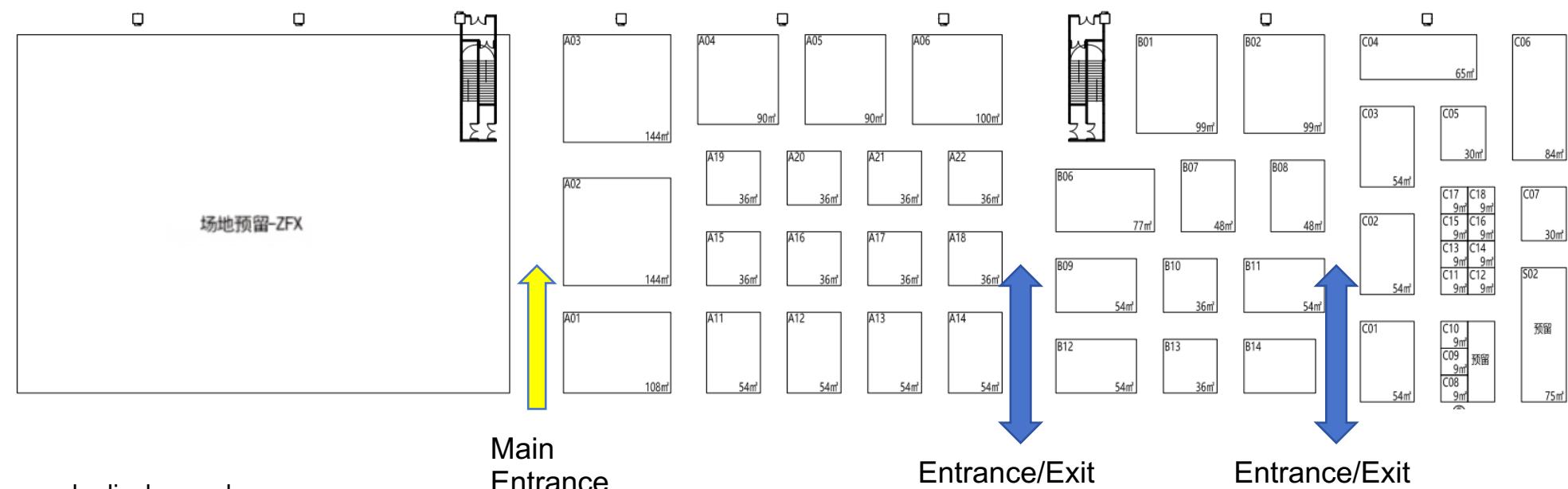
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21st-22nd Nov, 2026

Hall H3, Shanghai World Expo Exhibition & Convention Center

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 36m<sup>2</sup>)

## Raw Space (36m<sup>2</sup> at least)

Price: 1300 RMB/m<sup>2</sup>

- 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

- 36-81m<sup>2</sup> – 8 exhibitor badges
- 140m<sup>2</sup> – 10 exhibitor badges
- 210m<sup>2</sup> or bigger – 15 exhibitor badges
- Extra badges can be applied if required
- Booth design plan needs to be reviewed first

# 2025 Sponsorship Opportunities

**TOP  
SPONSOR**

**¥ 2,800,000**

**Only 1 slot**

	<b>Benefits</b>	<b>Quantity</b>	<b>Info</b>
1	Moving Billboard outside the hall	4	5m(w) x 3m(h)
2	Ads board at hall entrance and exit	2	5m(w) x 3m(h)
3	Hanging ads in mid court	8	4m(w) x 3m(h) (both sides)
4	Side Flags (large)	1	14m(w) x 2m(h) or 7m(w) x 2m(h)
5	Side Flags (small)	6	3m(w) x 4m(h)
6	Escalator ads	Only 1	5.5m(w) x 2.27m(h)
7	Encircling Pillar	4	1m(w) x 2.4m(h) (2-4 sides)
8	Badge and Lanyard	/	Prints on all badges and lanyards
9	Event Booklet	2	2 full page-colored ads
10	Visitor Handout	/	Handouts along with tickets
11	Hanging ads in Pavilion	2	TBD
12	Hall Entrance Ads	4	4.8m(w) x 2.98m(h) or 2m(w) x 2.8m(h)
13	Raw Space	1	Minimum 100-150 m <sup>2</sup>
14	Video ads on main stage	/	Video ads within 1 min
15	Host mention	/	Host gives introduction when stage time
16	Slot on main stage	/	Arrange interactive session on main stage
17	Volunteer T-shirt	/	Graphics on Volunteer T-shirts
18	Website	/	Title and logo appearance on website
19	News mention	/	Mention as sponsor and brief info in news release

# 2025 Sponsorship Opportunities

## Special SPONSOR

¥ 400,000

4 slots

	Benefits	Quantity	Info
1	Mobile ads board at square out side of the hall	2	5m(w) x 3m(h)
2	Mobile ads board at the hall entrance	1	5m(w) x 3m(h)
3	Hanging ads in hallway	4	4m(w) x 3m(h) (both sides)
4	Encircling Pillar (Small)	2	1m(w) x 2.4m(h) (2-4 sides)
5	Hanging ads in hall	3	3m(w) x 4m(h)
6	Ads board at hall entrance and exit	1	4.8m(w) x 2.9m(h) / 2m(w) x 2.8m(h)
7	Event Booklet	1	1 full page-colored ads
8	Raw Space	1	Minimum 42-54 m <sup>2</sup>
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



## Event Booklet

¥ 30,000



## Badge

¥ 60,000



## Ticket

¥ 100,000

Entrance ad, giveaway with tickets



## indiePlay Nomination area

¥ 300,000

Logo, promo material, award presenter



## indiePlay Awards Ceremony

¥ 250,000

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



## Main Stage

¥ 60,000

Main stage interaction one time a day.



## 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)

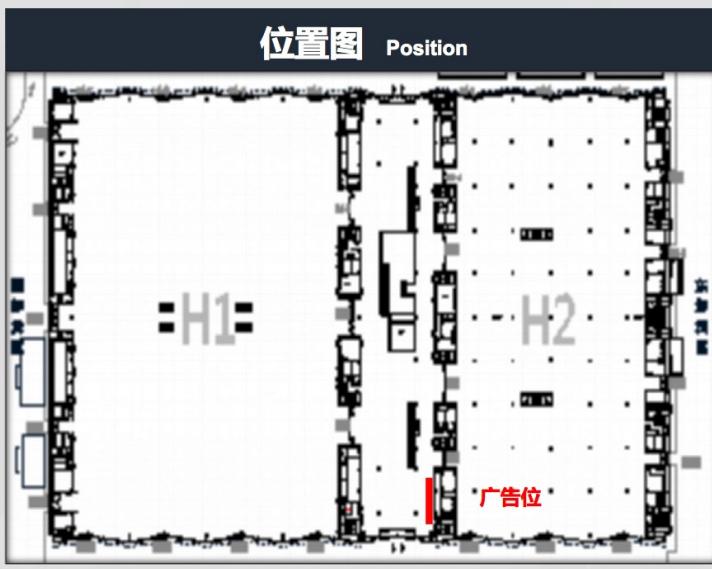
\*Can be customized upon sponsorship requirements

# 2026 Sponsorship Opportunities: On-site Ads

馆内广告-LED Inside Advertising -LED



位置图 Position



移动广告牌 Moving Billboard



## LED electronic screen advertising

- Position: Middle Hall - South Information Center
- Material: P4 full color display
- Specification: 15.36m(w) x 3.84m(h)
- Requirements: 3840px x 960px, 15 words
- **Price: 35K RMB/Ad during expo** (15 sec, 180 times per day)
- Time: 8:00 - 18:00

## Moving Billboard

- Position: Square Entrance
- Material: painting cloth, truss structure
- Specification: 5m(w) x 3m(h)
- **Price: 30K RMB/each**
- Quantity: 6 - 10

# 2026 Sponsorship Opportunities: On-site Ads

通道吊旗 Corridor Banner



移动广告牌 Moving Billboard



包柱 Encircling Pillar



## Corridor Flag

- Position: Middle Hall
- Material: Elastic cloth, aluminum profile frame
- Specification: 4m(w) x 3m(h) 2 sides
- **Price: 18K RMB/each**
- Quantity: 10 (2 banners at least)

## Moving Billboard

- Position: Middle Hall
- Material: painting cloth, truss structure
- Specification: 5m(w) x 3m(h)
- **Price: 30K RMB/each**
- Quantity: 6 -10

## Encircling Pillar

- Position: Middle Hall
- Material: KT board
- Specification: 1m(w) x 2.4m(h) (up to 4 sides)
- **Price: 8K RMB/each side**
- Quantity: 8 -10 pillars

# 2026 Sponsorship Opportunities: On-site Ads

地贴 Ground Sticker



入口墙面广告 Entrance Wall Advertisement



入口墙面广告 Entrance Wall Advertisement



## Ground Sticker

- Position: Middle Hall
- Material: Transferable Gum
- Specification: 1m(w) x 1m(h)
- **Price: 1500 RMB/each**
- Quantity: 30 (10 at least)

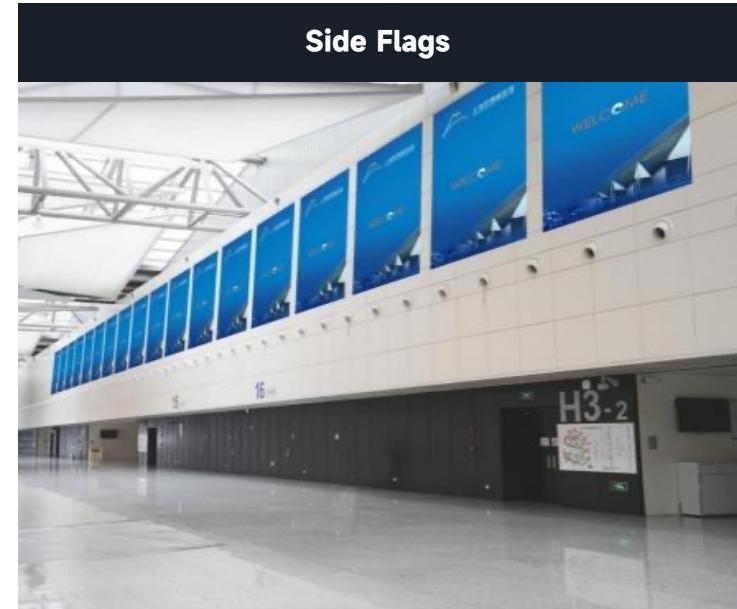
## Entrance Wall Ads

- Position: H3 Hall Gate 1, 2, 3 (no top banner)
- Material: KT board
- Specification: 4.8m(w) x 2.98m(h)
- **Price: 40K RMB/each**
- Quantity: 2

## Entrance Wall Ads

- Position: H3 Hall Gate 1, 2, 3
- Material: KT board
- Scale: 2m(w) x 4m(h)
- **Price: 15K RMB/each**
- Quantity: 2

# 2026 Sponsorship Opportunities: On-site Ads



## Hanging Flag In The Pavilion

- Position: H3 Hall
- Material: Tension Fabric Cloth. Aluminum frame
- Specification: 4m(w) x 3m(h)
- **Price: 22K RMB/each (including installation)**
- Quantity: TBD

## Moving Billboard

- Position: North/South Square
- Material: Inkjet Cloth
- Size: 2.45m(w) x 1.2m(h) (2 sides)  
(TBD)
- **Price: 3K RMB/each (sells by group of 20)**
- Quantity: TBD

## Side Flags

- Position: Middle Hall
- Material: Elastic cloth. Aluminum frame
- Specification: 3m(w) x 4m(h)
- **Price: 18K RMB/each**
- Quantity: 34 (at least 3)

# 2026 Extra Service: Meeting Room



## Meeting Room 15 and 16

- Location: Mid Court, 2<sup>nd</sup> Floor
- Capacity: 50 people
- Scale: 100m<sup>2</sup>
- Price: 10000/ 4 hours**
- Service: 120-inch projector, microphones, water, paper, and pens are provided.
- Limited quantity, first come, first served.

## Meeting Room 12 and 17

- Location: Mid Court, 2<sup>nd</sup> Floor
- Capacity: 40 people
- Scale: 80m<sup>2</sup>
- Price: 9000/ 4 hours**
- Service: 75-inch TV, microphones, water, paper, and pens are provided.
- Limited quantity, first come, first served.

# 2025 Sponsorship Overview

	<b>Category</b>	<b>Price (RMB)</b>	<b>Slots</b>
1	Top Sponsor	2,800,000	1
2	Themed Exhibition Area (150-300m <sup>2</sup> )	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**

**FOR COLLABORATION  
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