



Nordic Game is Europe's leading and largest focused games developer conference.

We're not a sideshow to another event, but we do have lots of side events, our own and others. 4,000+ will be joining us in May, our 23rd year.

We are known for our inclusive and collegial, relaxed and safe, professional atmosphere. Our speaker program is world-class and our community is generously supportive.

If you don't know us already, please ask friends and colleagues. Some may even say that we're the best in the world. (Because that's what they tell us.)

You are very warmly welcome to join us and our whole community!



THE HARD DATA

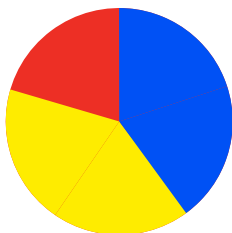
PARTICIPANT PROFILES

Our on-site attendance is:

40% Nordic

40% European

20% Global



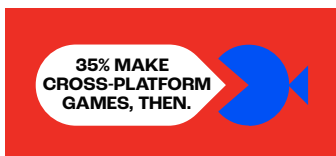
OF OUR DEVELOPERS:

60% make PC games

35% make console games

30% make mobile games

10% make browser games



PROFESSIONAL ROLES

51% developers

8% management

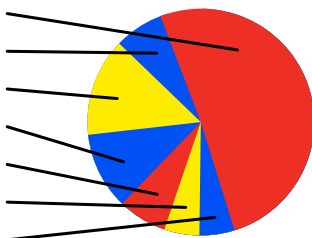
14% service providers

11% sales and marketing

6% publishers

5% investors

5% students and academia



NG26 PARTICIPANT SURVEY

Business deals were closed at NG26 by **8%**.

With a 6,1% response rate, below are the totals for "good" to "excellent" ratings:

100% for Safety

100% for Accessibility

100% for Networking
and special events

98% for Overall experience

96% for Information

96% for NG26 Discord

95% for On-site speaker program

72% for Meeting system
(up from 55% at NG25)

THE KIND WORDS

"Nordic Game is the one and only event in the Nordic region that has the prestige and capacity to bring together a diverse range of stakeholders in the art of video game development. Year after year the organisers and the conference visitors create a vibrant ecosystem in Malmö for a whole week that creates new possibilities for the industry, NO matter the times in the world. NG stays!"

Antti Martikainen, Community Engineering Officer, Virtual Dawn

"I attended my first Nordic Game as a Speaker this year. After hearing so many great things about the event I went there with high expectations, and it's safe to say they were all exceeded: The quality, from the technology to the crew and the overall communication, was simply fantastic! Equally important though; the many interesting people I met during the week – both through planned sessions and spontaneous chats – brought so much value to me personally and to our company's future. I can't wait to get back again next year."

Andreas Juliusson, CMO at Fast Travel Games.

"A very focused and inspiring conference where you don't have to walk 30 min between meetings! Great talks, games and people! Looking forward to next year."

Adam Stjärnljus, Creative Director at Wishfully

"Presenting at Nordic Game was an absolute delight. The community's warmth, the event's close-knit nature, and the infectious energy in the air created a wonderful environment for building genuine connections. I left the event inspired to create."

Ali Nouraei, Game Writer, Author, Content Creator

"Nordic Game combines international high quality on the speeches with the region's mantra of hygge, which creates a familiar atmosphere attracting visitors from all over the globe coming to experience the Nordic hot spot and engage in meaningful business opportunities."

Martin Lindell, Embark Studios

"Nordic Game continues to impress and bring value. We had more investors in the room than studios pitching! Where else does that happen? Nordic Game remains a constant on my annual event calendar."

Jason Della Rocca, Co-Founder, Execution Labs, and Curator for our Games Capital Summit

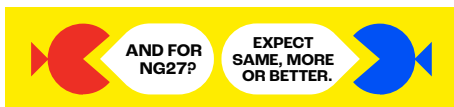
NG26 opens full at 750p room capacity.



4,000+ enthusiastic professionals gather.

NG26 EVENT HIGHLIGHTS

- 2.8 million** impressions for the Nordic Game Showcase on Steam
- 200,000** YouTube views
- 55,000** saw the Nordic Game Awards show
- 12,000** live stream participants
- 5,500** business meetings
- 4,000+** total professionals present
- 2,300** members on Discord
- 2,100** registered attending
- 150+** speakers
- 22** years, always independent
- 10+** on-site networking events
- 5** stages
- 3** days plus Masterclass Friday
- 3** apply-for-invite summits
(Execs, Policy and Capital for investors)
- 1** and the same venue since **15** years,
Slagthuset in Malmö, Sweden, still just
- 30** minutes door-to-door from
Copenhagen
airport.



5,500 business meetings.



Popular sponsored sub-events.



25-28
MAY
2027
MALMÖ



JOIN US FOR VISIBILITY, BUILD NEW BUSINESS

RED PACK

28,500 EUR

Your logo and URL everywhere
Your logo also on badges
Your curated talk or panel
NG Newsletter article
Video in our showreel
Booth with prime placement (6 sqm)

AND MORE...



YELLOW PACK

15,000 EUR

Your logo and URL in many places
NG Newsletter article
Video in our showreel
3 Business passes
Demo station (3 sqm) with prime placement (2 sqm)

AND MORE...



BLUE PACK

4,500 EUR

Your logo and URL on website
Demo table (1 sqm)
2 Business passes

MORE CAN
BE ADDED...



TICKETS AND DISCOUNTS

OFFER UNTIL END OF:	AUG	OCT	DEC	APR	MAY
Business pass	249	399	499	599	699
Content pass		349	449	549	649
DISCOUNT	450	300	200	100	0
Student or sponsored		299	299	299	299

All prices EUR plus 25% VAT, partner discounts apply from SEP.

nordic game

25-28
MAY
2027
MALMÖ



BACKGROUND

Each spring Nordic Game brings together thousands of developers, publishers, investors, students, and creatives for four days of networking, inspiration, learning, and business opportunities. It is the one and only “home turf” meeting place for the highly successful games industries of Denmark, Finland, Iceland, Norway, and Sweden.



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to have our sales
staff contact you.**

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