



2025

SPONSORSHIP DECK



WELCOME TO THE SIM GAMING EXPO 2025 SPONSORSHIP OPPORTUNITIES



Join us in shaping the future of simulation gaming at the inaugural Sim Gaming Expo 2025—a groundbreaking event bringing together the best in sim gaming, virtual reality, esports, gaming lifestyle and technology. Taking place from September 4–8, 2025, at the Schaumburg Renaissance Convention Center, this event is poised to be the ultimate celebration of the simulation gaming community.

With an expected attendance of thousands of passionate fans, industry professionals, and influencers, the Sim Gaming Expo offers sponsors fantastic opportunities to connect with a highly engaged and passionate audience.

As a sponsor, your presence will leave a lasting impact on attendees, showcasing your commitment to the community and your support for the growth of this special event. By partnering with us, you'll help shape the success of this inaugural expo—the first of its kind in the United States and North America—cementing your role as a supporter of this growing industry.



WHY PARTNER WITH US?

- Showcase your brand to a targeted audience of gaming enthusiasts, content creators and professionals.
- Gain exclusive branding opportunities both on-site and online.
- Build meaningful connections with attendees through interactive booths, panels, and demonstrations.
- Join a community driven event built by fans, for fans, dedicated to celebrating the best in simulation gaming and related industries.

Through our Platinum, Gold, Silver, and Bronze Sponsorship Tiers, we offer tailored opportunities to fit your brand's goals and ensure your presence stands out. Let's make history together at the Sim Gaming Expo 2025.



PLATINUM SPONSORSHIP TIER

INVESTMENT: \$25,000

AVAILABILITY: LIMITED TO 4 SPONSORS

The Platinum Sponsorship Tier is the pinnacle level, offering exclusive benefits and premier branding opportunities. As a Presenting Sponsor, you'll gain maximum visibility and impactful engagement with a highly targeted audience of gaming enthusiasts, professionals, and influencers. This sponsorship level provides extensive exposure across all areas of the Sim Gaming Expo and includes premium branding placement, media presence, and event involvement.

KEY BENEFITS:

PRIME BOOTH SPACE:

- Enjoy a premium 20x50 (1000 sq ft / 93 m²) booth in a high-traffic area, designed for maximum interaction and visibility.
- The booth will be fully carpeted and equipped with essential amenities, including internet access and dedicated 20 Amp power connections, ensuring your team has everything needed for a successful event.
- Additionally, the first 500 lbs. of material handling and dock fees will be included.

EXCLUSIVE BRANDING OPPORTUNITIES:

- Prominent logo placements on entrance doors, full column wraps, floor graphics, digital sign boards with rotating logo or ads and hanging banners throughout the venue.

MEDIA AND SOCIAL MEDIA PROMOTION:

- 18 pre-event promotional posts on all expo social media channels.
- Logo placement in promotional videos and live event shoutouts.
- Exclusive feature in livestreams, including branded overlays, lower-thirds, pre/post-roll ads, and host mentions.
- Shoutouts and featured content on social media during the event.
- Logo placement on Sim Gaming Expo virtual "Hero Cars," which will appear on several social media posts and videos promoting the event.

- Links and promo codes shared on the Sim Gaming Expo official Discord server.
- Logo and company information featured on the Sim Gaming Expo website Sponsors Section.
- Special press release announcing your brand's sponsorship and involvement in the Sim Gaming Expo, with additional recognition as a presenting sponsor in other press releases.
- A photographer from the Sim Gaming Expo will take photographs throughout the event, highlighting your booth and staff interacting with attendees.

ON-SITE BRAND RECOGNITION:

- High-visibility placements, including logo placement on event badges, lanyards, swag bags, and printed materials (event program).
- Participation in panel discussions or product demonstrations.
- Inclusion in sponsor slide show / logo reel during event livestream breaks at the media stage and esports area.
- Digital sign boards with logos, booth location, and information related to your appearances on stage.
- Logo on custom entrance unit welcoming all attendees into the convention center.

HOTEL ACCOMMODATIONS:

- Includes three on-site hotel rooms at the Schaumburg Renaissance Convention Center Hotel, each reserved for four nights (September 4-7, 2025), ensuring convenient accommodations for your team throughout the event.

ENGAGEMENT OPPORTUNITIES:

- A keynote speaking opportunity.
- Recognition as a "Presenting Sponsor of the Sim Gaming Expo."

ADDITIONAL AMENITIES:

- 30 complimentary 3-Day event passes for staff and guests.
- Access to the private Exhibitor Lounge with snacks and refreshments provided.
- Private scheduled use of a conference room for meetings.

As a Platinum Sponsor, you'll have the highest visibility and engagement, establishing your brand as a leading presence within the simulation gaming community. Secure this prestigious position and connect with attendees in a memorable way that reinforces your commitment to this genre of gaming.

GOLD SPONSORSHIP TIER

INVESTMENT: \$20,000

AVAILABILITY: LIMITED TO 6 SPONSORS

The Gold Sponsorship Tier offers significant branding opportunities and media exposure, making it a highly impactful choice for brands seeking a prominent presence at the Sim Gaming Expo. This tier provides strategic placements, social media promotion, and an excellent on-site experience, connecting you with an engaged audience and giving your brand valuable visibility across key areas of the event.

KEY BENEFITS:

PRIME BOOTH SPACE:

- A premium 20x30 (600 sq ft / 56 m²) booth in a high-traffic area, providing your brand with an ideal platform for meaningful interactions and visibility with attendees.
- The booth will be fully carpeted and equipped with essential amenities, including internet access and dedicated 20 Amp power connections, ensuring your team has everything needed for a successful event.
- Additionally, the first 300 lbs. of material handling and dock fees will be included.

BRANDING OPPORTUNITIES:

- Prominent logo placements on entrance doors, column wraps and digital sign boards with rotating logo or ads, enhancing your brand's visibility in key spaces.

MEDIA AND SOCIAL MEDIA PROMOTION:

- 9 pre-event promotional posts on all Sim Gaming Expo social media channels.
- Logo placement in promotional videos and live event shoutouts.
- Shoutouts and featured content on social media during the event.
- Logo placement on Sim Gaming Expo virtual "Hero Cars," appearing in social media posts and videos promoting the event.
- Logo and company information featured on the Sim Gaming Expo website Sponsors Section.

- Links and promo codes shared on the Sim Gaming Expo official Discord server.
- Special press release announcing your brand's sponsorship and involvement in the Sim Gaming Expo.
- A photographer from the Sim Gaming Expo will take photographs throughout the event highlighting your booth and staff interacting with attendees.

ON-SITE BRAND RECOGNITION:

- Logo placement on swag bags and printed materials (event program).
- Participation in panel discussions or product demonstrations.
- Inclusion in sponsor slide show / logo reel during event livestream breaks at the media stage area.
- Logo on custom entrance unit welcoming attendees into the convention center.

HOTEL ACCOMMODATIONS:

- Includes two on-site hotel rooms at the Schaumburg Renaissance Convention Center Hotel, each reserved for four nights (September 4-7, 2025), ensuring convenient accommodations for your team throughout the event.

ADDITIONAL AMENITIES:

- 18 complimentary 3-Day event passes for staff and guests.
- Access to the private Exhibitor Lounge with snacks and refreshments provided.
- Private scheduled use of a conference room for meetings.

As a Gold Sponsor, you'll have a strong presence that allows you to build meaningful connections, reach an enthusiastic audience, and promote your brand within the heart of the simulation gaming community.

SILVER SPONSORSHIP TIER

INVESTMENT: \$15,000

AVAILABILITY: LIMITED TO 8 SPONSORS

The Silver Sponsorship Tier provides brands with solid visibility and engagement opportunities at a more moderate investment level. This package includes a range of branding placements, social media features, and a standard booth space, allowing sponsors to make valuable connections within the simulation gaming community.

KEY BENEFITS:

BOOTH SPACE:

- A 20x20 (400 sq ft / 37 m²) booth in a well-trafficked area of the expo, giving your brand a central location to engage with attendees.
- The booth will be fully carpeted and equipped with essential amenities, including WI-FI internet access and dedicated 20 Amp power connections to support your exhibit setup.
- Additionally, the first 200 lbs. of material handling and dock fees will be included.

BRANDING OPPORTUNITIES:

- Logo included on column wraps to add visibility in key areas.

MEDIA AND SOCIAL MEDIA PROMOTION:

- 4 pre-event promotional posts across Sim Gaming Expo's social media platforms.
- Logo placement in one promotional video and shoutouts on social media during the event.
- Logo and link placement on the Sim Gaming Expo website Sponsor Section.
- Links and promo codes shared on the Sim Gaming Expo official Discord server.
- Special press release announcing your brand's sponsorship and involvement in the Sim Gaming Expo.
- A photographer from the Sim Gaming Expo will take photographs throughout the event, highlighting your booth and staff interacting with attendees.

ON-SITE BRAND RECOGNITION:

- Logo placement on swag bags and printed materials (event program).
- Inclusion in sponsor slide show / logo reel during livestream breaks at the media stage area.
- Logo on custom entrance unit welcoming attendees into the convention center.

HOTEL ACCOMMODATIONS:

- Includes one on-site hotel room at the Schaumburg Renaissance Convention Center Hotel, reserved for four nights (September 4–7, 2025), ensuring convenient accommodations for your team throughout the event.

ADDITIONAL AMENITIES:

- 12 complimentary 3-Day event passes for staff and guests.
- Access to the private Exhibitor Lounge with snacks and refreshments provided.

As a Silver Sponsor, you'll enjoy valuable exposure and access to networking opportunities, helping to establish your brand as an important part of the simulation gaming community.

BRONZE SPONSORSHIP TIER

INVESTMENT: \$5,000

AVAILABILITY: LIMITED TO 15 SPONSORS

The Bronze Sponsorship Tier provides brands with essential exposure and branding opportunities within the Sim Gaming Expo. This entry-level package offers focused visibility, ensuring your brand is present and engaged with attendees in key areas of the event.

KEY BENEFITS:

BOOTH SPACE:

- A 10x10 (100 sq ft / 9 m²) booth in a visible area, allowing your brand a space to showcase and engage with attendees.
- This space will be fully carpeted and equipped with essential amenities, including internet access and dedicated power connections to support your exhibit setup.

MEDIA AND SOCIAL MEDIA PROMOTION:

- 2 pre-event promotional posts across Sim Gaming Expo's social media platforms.
- Logo placement on the Sim Gaming Expo website Sponsor Section.
- Links and promo codes shared on the Sim Gaming Expo official Discord server.
- A photographer from the Sim Gaming Expo will take photographs throughout the event, highlighting your booth and staff interactions with attendees.

ON-SITE BRAND RECOGNITION:

- Logo placement on swag bags and printed materials (event program).
- Inclusion in sponsor slide show / logo reel during livestream breaks at the media stage area.
- Logo on custom entrance unit welcoming attendees into the convention center.

ADDITIONAL AMENITIES:

- 6 complimentary 3-Day event passes for staff and guests.
- Access to the private Exhibitor Lounge with snacks and refreshments provided.

As a Bronze Sponsor, you'll gain important visibility and have the opportunity to build connections with attendees, supporting your brand's growth within the simulation gaming community.

SPONSORSHIP PACKAGES AT A GLANCE

Deliverables	Bronze Tier (15 Total) COST \$5,000	Silver Tier (8 Total) COST \$15,000	Gold Tier (6 Total) COST \$20,000	Platinum Tier (4 Total) COST \$25,000
Access to private exhibitor Lounge w/ snacks and refreshments	✓	✓	✓	✓
Links on event discord / Promo code shares	✓	✓	✓	✓
Logo and company information on SGE Website Sponsors Section	✓	✓	✓	✓
Sharing of post event attendee survey data	✓	✓	✓	✓
Post event content on social media	✓	✓	✓	✓
Press release announcing sponsorship involvement with Sim Gaming Expo	✓	✓	✓	✓
Logo in show guide	✓	✓	✓	✓
Pre event social media posts	2	4	9	18
Pre event promotional social media video	✓	✓	✓	✓
Photographs of your booth and staff during the event	✓	✓	✓	✓
Included in Show Guide Directory	✓	✓	✓	✓
Complimentary 3-Day Event Passes for staff and guests	6	12	18	30
Logo on large entrance unit	✓	✓	✓	✓
Logo on swag bags	✓	✓	✓	✓
Exhibition booth space included	10 x 10 100sq ft	20 x 20 400sq ft	20 x 30 600sq ft	20 x 50 1000sq ft
Booth carpeted, power and internet included	✓	✓	✓	✓
Material handling		200 lbs	300 lbs	500 lbs
Hotel accommodations provided for 4 nights 9/4-7, 2025		1 room	2 rooms	3 rooms
Column wrap foyer full wrap		2	2	3
Convention Center Column wraps		1	3	3
Logo on Sim Gaming Expo hero cars		✓	✓	✓
Verbal sponsor mentions - Event Livestream		✓	✓	✓
Digital sign boards in foyer w/ rotating logos and booth location			✓	✓
Entrance Door 20"x30" Cling			12 doors	16 doors
Sponsor slide / logo reel during event livestream breaks - Media booth			✓	✓
Participation in panel discussion			✓	✓
Full featured brand segment / Product demo during event livestream - Media Booth			✓	✓
Private scheduled use of conference room for meetings			✓	✓
Foyer hanging banners				3
Convention center large hanging banners				3
Floor cling graphic 4' x 5'				1
Logo on lanyards				✓
Logo on badges				✓
Full page ad in show guide				✓
Branding during sim racing esports livestreams				✓
Keynote speaker opportunity				✓
Shoutouts and featured content on social media during event				✓
Name recognition in all press releases as presenting sponsor				✓
Logo in email communications				✓

IN CONCLUSION

Thank you for taking the time to explore the sponsorship opportunities available at the Sim Gaming Expo 2025. We are thrilled to offer our Platinum, Gold, Silver, and Bronze tiers, each designed to provide unique benefits and impactful branding opportunities. Your partnership not only supports this inaugural event but also helps shape the future of simulation gaming and its passionate community.

If you have any questions or need further information, please don't hesitate to contact us at sales@simgamingexpo.com. We look forward to the possibility of working with you and creating an unforgettable experience together.

**Let's make history at the
Sim Gaming Expo 2025!**



CONTACT US

EXHIBITION ORGANIZER

For more information regarding exhibit space, meetings or general inquiries regarding the Sim Gaming Expo, please contact:

IMMERSIVE ENTERTAINMENT INC.
JORGE ANZALDO

Telephone: 312-505-6872
Email: j.anzaldo@simgamingexpo.com

OFFICIAL EXPO GENERAL CONTRACTOR

For more information regarding exhibit installation, dismantling, services freight, etc., contact:

SOURCEONE EVENTS
MIKE BOJESEN

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Email: info@sourceoneevents.com

Sim Gaming Expo Website: www.simgamingexpo.com

Twitter: <https://x.com/SimGamingExpo>

Facebook: <https://www.facebook.com/SimGamingExpo>

Instagram: <https://www.instagram.com/simgamingexpo/>

