



PROSPECTUS SIM GAMING EXPO

SEPTEMBER 5, 6 & 7 - CHICAGO 2025

MULTIPLE SIMULATION GENRES, ALL UNDER ONE ROOF

INTRODUCTION

JOIN US IN MAKING HISTORY!



The Sim Gaming Expo will be the first event of its kind in the world to incorporate multiple aspects of simulation gaming, virtual reality, esports, gaming lifestyle and technology under one roof. This event will take place at the Schaumburg Renaissance Convention Center on September 4th through the 8th 2025.

The Sim Gaming Expo aims to gather companies who directly support the simulation gaming industry in one location allowing attendees to test all the latest software and hardware that power this gaming genre. Attendees will also have the ability to purchase products directly from manufacturers in the vendor area.

Other exciting things for attendees to experience are the opportunity to meet popular content creators, influencers and celebrities across the 3-day event. Interactive workshops, discussion panels and live esports events will also be provided keeping everyone engaged, adding a great deal of value.

Everyone attending the Simulation Gaming Expo will become immersed in the culture and excitement of simulation gaming.

LOCATION SCHAUMBURG RENAISSANCE CONVENTION CENTER

The Schaumburg Renaissance Convention Center is located in Schaumburg IL, a beautiful suburb just outside of Chicago.

Owned and operated by the Village of Schaumburg and managed by Marriott International. The hotel convention center features 500 guest rooms and approximately 148,000 sq. feet of meeting space.

The Schaumburg Renaissance Convention Center is located 16 minutes (13.7 miles) from O'Hare International Airport via I-90 W and 31 minutes (27.2 miles) from downtown Chicago via I-90 W.

This is critically important due to its proximity to O'Hare International Airport and makes travel planning for vendors and attendees much more convenient.

1551 Thoreau Dr N, Schaumburg, IL 60173





WHAT IS SIMULATION GAMING

Simulation video games are a diverse super-category of video games, generally designed to closely simulate real world activities.

Examples of such games are flight and driving simulators where players utilize the same types of controls found in their real-world counterparts.

Virtual Reality (VR) is another major component to simulation gaming. Players are extremely focused and passionate about this genre of gaming and the level of immersion and entertainment it provides.

The industry is supported by computer and video game console manufacturers as well as an ever-growing number of companies producing the hardware and software needed to fully participate in this hobby.



THE PILLARS OF THE SIM GAMING EXPO

Immersion – Immersion is at the very heart and soul of simulation gaming. It's what draws enthusiasts from all over the globe to dedicate thousands of hours and dollars into their favorite simulation games. Software manufacturers continue to push the boundaries of what is possible each and every day teleporting "players" into virtual worlds that are so realistic they rival the real one.

With the aid of virtual reality headsets as well as the latest equipment and controls, fans can now experience what it feels like being behind the wheel of a race car or the controls of a fighter jet. Avid sim gaming fans are always looking for the newest technology which will enhance the immersion of their favorite sims.

Software – Software companies create the games responsible for the amazing genre of simulation gaming. If you can find it in the real world there's a good chance there is a simulator for it. From racing, flight, farming, trucking, military, sports and even dating.

There is a sim for everyone. Advancements in technology have made the sim gaming genre more realistic than ever before. From fully detailed airplane cockpits to laser scanned race tracks sim "games" have transformed from a source of entertainment into a training tool for real world motorsports drivers and flight students.

Hardware – In order to create the ultimate immersive experience, companies have created innovative products to connect players to their favorite sim titles. These products include steering wheels, pedals, shifters, flight yokes, flight gauges, rudder pedals and instruments.

Cockpits made of extruded aluminum as well as motion platforms and haptic technology are also driving the hardware market supporting the sim gaming industry. Hardware and software blend seamlessly together to create an interactive experience that is unmatched anywhere in gaming.

Community – The sim gaming community is connected through their mutual passion for the sim games they love as well as their real-world counterparts. Many enthusiasts of sim gaming have entered the hobby due to their love of motorsports or aviation. Hundreds of thousands of people communicate across the world online through their shared interests.

Communities have formed around their favorite sims. Leagues have been created where championships mimic their real-world counterparts. The internet has allowed deep and meaningful relationships to be formed over shared and mutual interests. The Sim Gaming Expo will allow the global community to gather and celebrate their love for sim gaming together and in person.

Competition – esports has seen a tremendous amount of growth over the past decade. Competitions of all kinds have surfaced attracting amateur and professional gamers alike. Gaming enthusiasts not only compete but also enjoy watching their favorite games being played in a competitive format. As sim gaming continues to gain popularity, genres such as sim racing have had a big impact.

The Sim Gaming Expo will feature a dedicated esports area where attendees and professionals will have an opportunity to compete on the big stage spread across multiple tournaments throughout the expo.

EXHIBITOR BENEFITS STRATEGIC REASONS TO EXHIBIT & SPONSOR

- Demonstrate your organization as a leader in the sim gaming ecosystem.
- Gain worldwide visibility and recognition for your brand among tech-savvy influencers.
- Directly communicate with your target audience & customer base.
- Demonstrate current and new products gathering immediate feedback, data and insight from attendees.
- Gain exposure for your brand.
- Engage with industry professionals on a personal level.
- Boost brand recognition.
- Acquire new customers.
- Grow your network by interacting with other industry professionals. (B2B)
- Generate sales. (B2C)



EXHIBITOR PRICING

Exhibit space rates:
\$15.00 per square foot.

(Booths larger than 10'x10' are priced at a 10% discounted rate.)

10'x10' Booth \$1500
10'x20' Booth \$2700
20'x20' Booth \$5400

* Booth spaces can be combined based on exhibitor needs.
Please see official Exhibitor Contract and Terms and Conditions
for full details.

A survey was conducted to determine Sim Gaming Expo's target audience. Here is what they had to say:

- Average age is 25-38
- 53% have been playing simulation games for 10-15 years
- Most sim gaming enthusiasts play multiple genres of sim games
- 49% own a VR headset
- 30% have spent between \$5000 to \$10000 on their sim gaming setups (10% have spent between \$10000 and \$15000)
- 42% have an annual household income over \$100,000. 16% have an annual household income of \$76,000 to \$100,000
- 32% spend between 10 to 15 hours playing simulation type games per week. 14% spend between 15 to 20 hours and 39% spend between 5 to 10 hours playing per week
- 60% stated that they were interested in attending the Sim Gaming Expo

Motivating factors for attending Sim Gaming Expo:

- 85% stated ability to try out products in person
- 66% stated purchasing items at a discounted rate (show specials)
- 78% stated meeting up with fellow online gaming friends was an important motivator to attend.

BUILDING RELATIONSHIPS

The Sim Gaming Expo aims to bring together thousands of gaming enthusiasts from across the U.S. and around the globe in one place allowing businesses to strengthen long term relationships and create new ones with this exciting and engaging community.

The world's first show to celebrate all aspects of simulation gaming is the ultimate place to network and build relationships, create awareness and buy and sell the latest products in the sim gaming, gaming lifestyle and tech market.

The Sim Gaming Expo is not just a trade show, it's an investment that will positively impact your business now and well into the future.

OUR VISION:

To advance simulation gaming into the largest and most popular genre of gaming in the world.

OUR MISSION:

To provide a platform for growth to businesses that directly and indirectly support the simulation gaming market while creating an interactive and engaging environment where enthusiasts can celebrate their shared passion for simulation gaming.

EVENT DETAILS

DATE:

September 4th - 8th, 2025

VENUE:

Schaumburg Renaissance Convention Center
1551 Thoreau Dr N, Schaumburg, IL 60173

EXHIBIT HALL HOURS: *

Friday, September 5th, 2025: 12 pm to 8 pm
Saturday, September 6th, 2025: 10 am to 6 pm
Sunday, September 7th, 2025: 10 am to 5 pm

INSTALLATION & DISMANTLING HOURS:

INSTALLATION: *

Thursday, September 4th, 2025: 8 am to 8 pm
Friday, September 5th, 2025: 8 am to 10 am

DISMANTLING: *

Sunday, September 7th, 2025: 5 pm to 10 pm
Monday, September 8th, 2025: 8 am to 4:30 pm

* All Times CST

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

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Email: j.anzaldo@simgamingexpo.com

OFFICIAL EXPO

GENERAL CONTRACTOR

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

SOURCEONE EVENTS

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X (Twitter): <https://x.com/SimGamingExpo>
YouTube: <https://www.youtube.com/@SimGamingExpo>
Twitch: <https://www.twitch.tv/simgamingexpo>