



HERO FEST

11 - 13 OCTOBER 2024

MYI Entertainment
Agentur für Esports & Gaming

BERNEXPO
GROUPE

HEROFEST 2024

THE FESTIVAL FOR GAMING, ESPORTS & COSPLAY

11 – 13 October 2024



>20'000
Visitors at HEF23



16'000m²
Spread over 4 halls



150+
Exhibitors



GAMING



ESPORTS



COSPLAY



GAMING & NERD CULTURE ON SITE

A CROSS-SECTION OF OUR AUDIENCE

Our visitors are



6 - 76 YEARS

(ø 30 years old)



35%

65%



90%

of the visitors are gamers



47%

use an adblocker



49%

come to meet friends

YOUR ADVENTURE STARTS HERE

MAKING AN IMPRESSION IN GAMING & NERD CULTURE WITH HERO FEST



INTERACTIVITY

With the help of a quest system, visitors can **playfully** discover the event and even receive attractive prizes for doing so. All our exhibitors are encouraged to make their presence interactive. This **increases engagement** and offers real value added for visitors.



ENTERTAINMENT

The HeroFest ist filled with **content & entertainment**. The **HeroFest Stage** is the **centrepiece** of our festival and offers the **biggest esports matches in Switzerland**, cosplay contests and entertainment formats with influencers.



COMMUNITY HIGHLIGHT

The HeroFest is the **annual highlight** in the **Swiss geek and nerd scene**. Every year we bring together the various gaming, geek and nerd **communities** in Switzerland and offer a **festival** with **friends, family and like-minded people**.

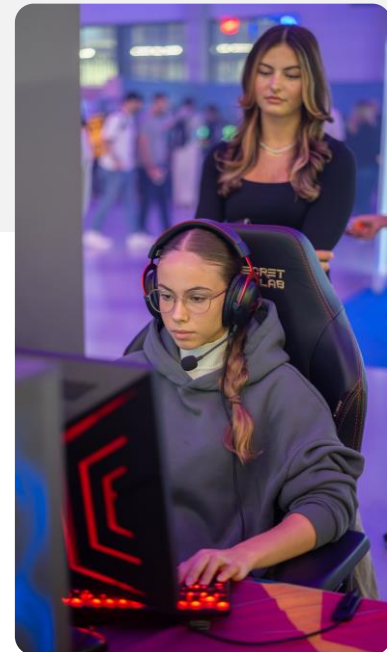
IMPRESSIONS

HEROFEST 2023



AFTERMOVIE

Click here to see
the highlights of the HeroFest.



PUBLISHER BOOTH

BENEFITS



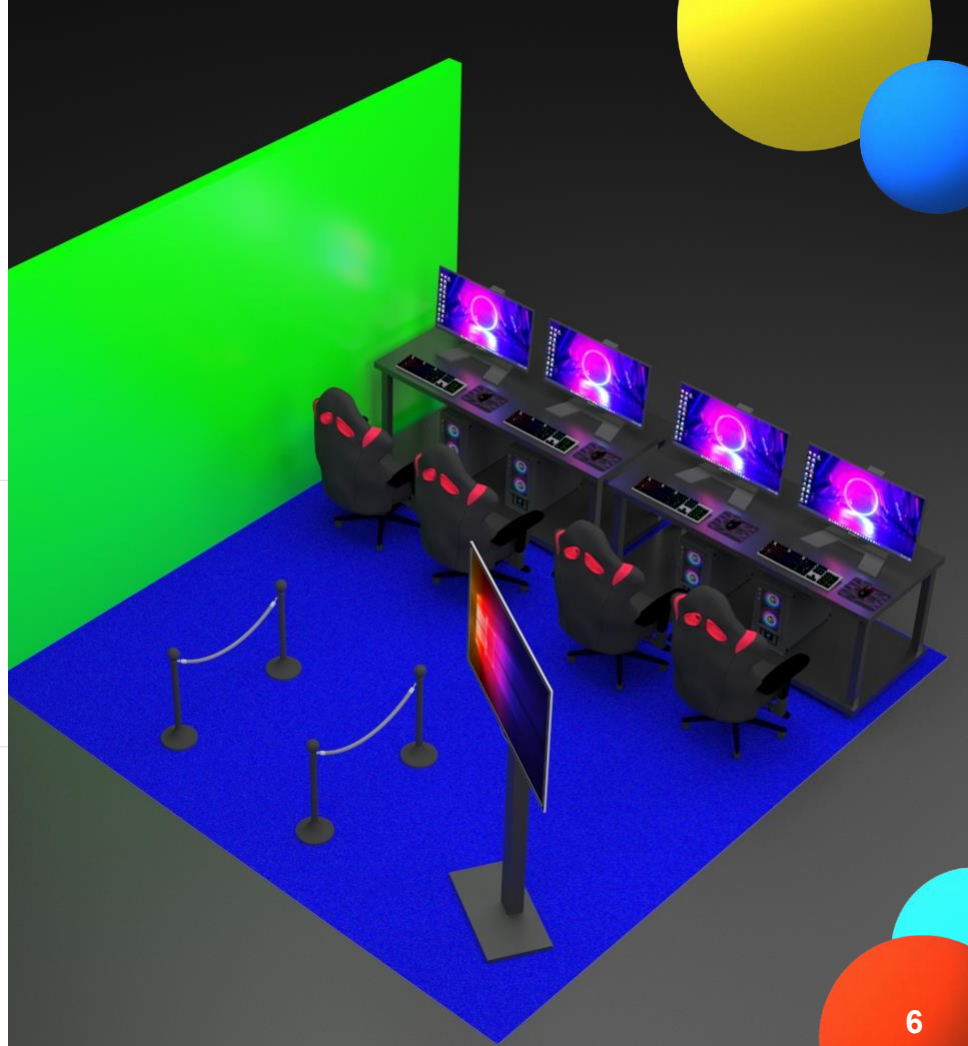
Showcase your Game(s) to the Swiss Gaming target group



Brand safe activation in an controlled environment



Integration of individual decoration matching the game



PUBLISHER BOOTH

OFFERING

	Light Package	Full Package
Floor Space	8m2	16m2
4 Gaming Stations*	✓	✓
Printed Backwall	✓	✓
Carpet	✓	✓
TV		✓
Decoration		✓
Discount Floor Space	-1'480 CHF	-2'960 CHF
Price	5'000 CHF	7'000 CHF
Promoter Addon	1'300 CHF	1'300 CHF



All Packages Include:



PM Who Handles All
Planning and Preparations



No Attendance Required



Complete Production,
Build-up and Teardown

* Any Platform

IN GOOD COMPANY

PARTNERS HEROFEST 2023

PARTNERS (SELECTION)



EXHIBITORS (SELECTION)



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A CO-OPERATION OF:

BERNEXPO⁺
GROUPE

MYI Entertainment