

## Game Con Canada (GCC)

GCC Powered By TELUS is the largest gaming conference in Canada. GCC is a three-day gaming expo where attendees will have access to play hundreds of games from video game studios and board game developers from around the world. Esports tournaments are held live and conference organizers note a previous draw of 34,000 attendees. GCC now qualifies as an internationally recognized event due to exhibitors and sponsors from multiple countries participating.

- GCC 2024 Event Details:
  - Venue: Edmonton Expo Centre
  - Attendance Projections: 40,000 - 60,000 + (up from 34,000 in 2023)
  - Live Show Dates: June 14 - 16, 2024
  - Exhibit Hall Hours: 10 a.m. - 6 p.m. each day
  - GCC Show Hours including live gaming and esports tournaments:
    - Friday, June 14th, 10 a.m. to midnight
    - Saturday, June 15th, 10 a.m. to midnight
    - Sunday, June 16th, 10 a.m. to 6 p.m.
  - Game Con Canada identified that attendees spent over \$2.5 million on games, activations and retail at the 2023 event
  - Game Con Canada supports Child's Play Charity, providing opportunities for children in hospital to access gaming. In 2023, they raised \$24,600.
  - The Game Con Canada conference also offers:
    - Micro-Star International, makers of gaming laptops and stations, have confirmed a 'PC FREE PLAY AREA' which will include esports tournaments each day of the expo
    - A Memory Express sponsored 118 feet long and 24 feet tall Mega Stage for esports finals
    - Celebrities and panel presentations
    - Cosplay Competitions with celebrity judges and prizes of \$10,000
    - Other gaming sessions including narrative, tabletop, and role play gaming
    - Meet to Match: Business to Business (B2B) industry events and mixers

## Attachment 2

- Work is already underway by Game Con Canada to schedule and promote the 2024 event. A trailer can be viewed publicly online.
- Administration met with the hosts of Game Con Canada to understand more about the event and have internally discussed possible supports and assistance that the City could provide including:
  - Assistance with permitting and City permissions to hang promotional banners on bridges, and to put up event flags on light standards and City infrastructure.
  - Working with Game Con Canada and the City's "Meet Me Downtown" initiative to host a promotional esports event in the City's downtown core as a way to highlight the event, local esports educational programs and post-secondary teams.
- Game Con Canada intends to submit a sponsorship request for the City's consideration.