GAME CITY
2019
around 79.000
visitors 2019
Stadt Wien
WIEN XTRA
wienXtra.at
game-city.at

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GAME CITY connects

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As the promotor of GAME CITY, we are delighted that so many enthusiastic players, families with children, scientists, teachers, exhibitors, e-athletes, partners and employees have once again participated in GAME CITY.

WIENXTRA

wienXtra.at

Gaming is on everyone's lips. Digital gaming – still a marginal and irritating topic 10 years ago – is now one of the most popular leisure activities not only for young people, but also for children and adults. This is also shown by the GAME CITY. Launched in 2007, it is today the largest event in the Vienna City Hall, has established itself as THE event for all gaming fans in Austria and enjoys an excellent international reputation.

As promotor we are happy about this success and over thousands Gaming fans who flocked to City Hall in 2019. Whether families in the wienXtra-Kids-Zone, classes at interactive workshops, teens at PC's, consoles or in the Schreibox of wienXtra-medienzentrum – all were with enthusiasm and passion in the matter and enjoyed the unique atmosphere of GAME CITY.

We would like to thank all visitors, exhibitors, partners and the committed employees and look forward to the GAME CITY 2020 in full anticipation.

Vucko Schüchner, Managing Director
Bernadette Pensch, Project Management
wienXtra

Jürgen Czernohorszky

Around 79,000 visitors stormed the town hall from 18th to 20th October and experienced the GAME CITY 2019 live.

Austria's largest gaming event in the heart of the city is unique:
He brings games and sports together with science and education, attracts young gamers as well as advice'seeking parents, curious kids and interested pedagogues.

The crowd was huge: the gaming halls, the wienXtra-Kids-Zone, the FROG symposium and the Rathausplatz became the seething meeting places for avid gaming fans. Under the motto „Connect!", GAME CITY brought generations and people with different interests together in 2019 and set an impressive example of openness and good togetherness.
Let this report take you to the seventh largest city in Austria – the GAME CITY. Have fun,

Your
Jürgen Czernohorszky
Councillor for Youth and Education

The official video of the largest gaming event in Austria

Video GAME CITY 2019

http://youtu.be/89i8ijHigOc

Best of GAME CITY

GAME CITY
Städtepartnerschaft mit GAMING
GAMING
Städtepartnerschaft mit der GAME CITY

GAME CITY
GAME CITY
STAGE
GAME CITY
STAGE

YOUNG
YOUNG
YOUNG

GAME CITY
PS4

SATURN

GAMECITY

GAME CITY
A1 eSports
Media Markt

GAME CITY
Von der GAME CITY
zum #AleSports Finale

UBISOFT

AKRACING

GAME CITY

GRATIS
EINTRITT
GAME
CITY
BuPP.at
www.bupp.at
UNIVERSITÄT
KLAGENFURT
Bundeskanzleramt

WIENXTRA
GAME CITY GUI
spielebox
Tipps
Digitale Spiele

www.wienXtra.at
Markt
Spiele & VR testen
GAME CITY

XBOX
XBOX
XBOX
GEARS 5
SATURN
Nintendo

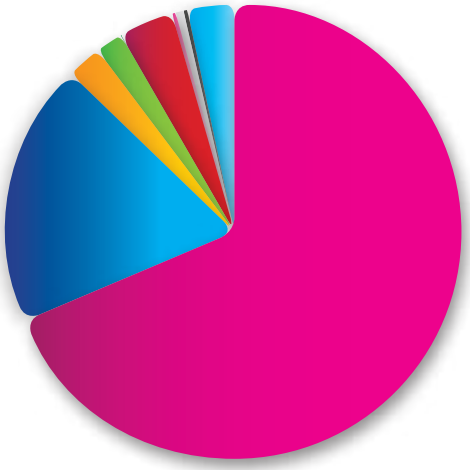
IRON MAN
PlayStation

The GAME CITY 2019 by numbers

- Around 79,000 visitors
- 95 percent want to visit the GAME CITY next year
- 100 exhibitors on more than 15,000 m²
- 3 days, 32 hours gaming pleasure
- Over 3,500 visitors at the exclusive “Lange Nacht powered by AK Young”
- More than 330 visitors as well as speakers at the FROG on “Mixed Reality”
- 5,000 players at the Fortnite tournament and prizes worth 2,000 euros for the winners
- wienXtra-Kids-Zone: Over 9,500 of the younger and youngest visitors
- wienXtra-School Day: 66 classes with about 1,200 students

The GAME CITY 2019 by numbers

937 spot interviewees

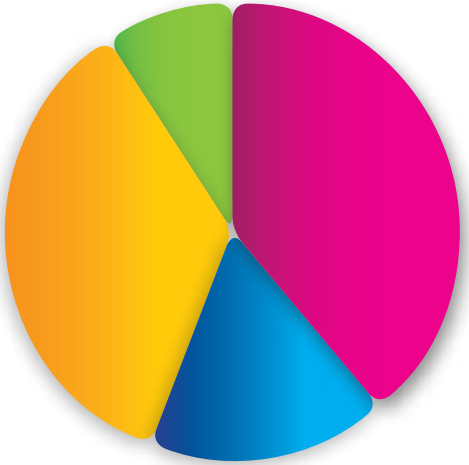


Province

- 64,5 % Vienna
- 17,4 % Lower Austria
- 2,2 % Upper Austria
- 1,8 % Burgenland
- 0,2 % Salzburg
- 3,5 % Styria
- 0,4 % Carinthia
- 0,5 % Tyrol
- 0,2 % Vorarlberg
- 3,0 % International

Age in years

- 3 % below 12
- 19 % 12 to 15
- 15 % 16 to 17
- 39 % 18 to 24
- 20 % 25 to 39
- 4 % above 40

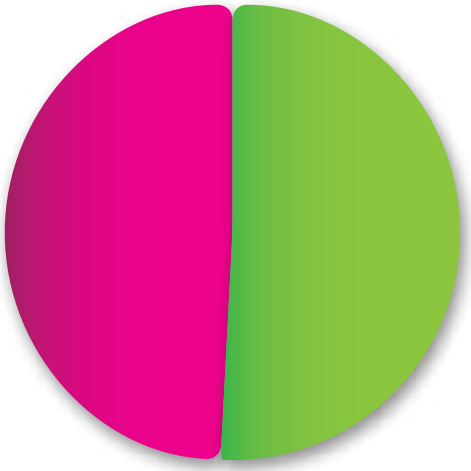


Education

- 39 % Pupils
- 17 % Students
- 35 % Employees
- 9 % Others

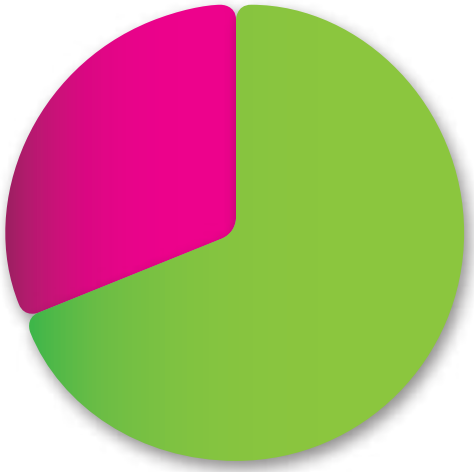
The GAME CITY 2019 by numbers

937 spot interviewees



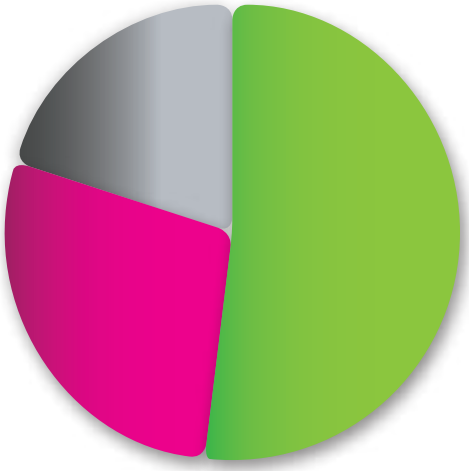
Buying a console / Handheld within 6 months

- 51 % Yes
- 49 % No



Buying a game within 4 weeks

- 69 % Yes
- 31 % No

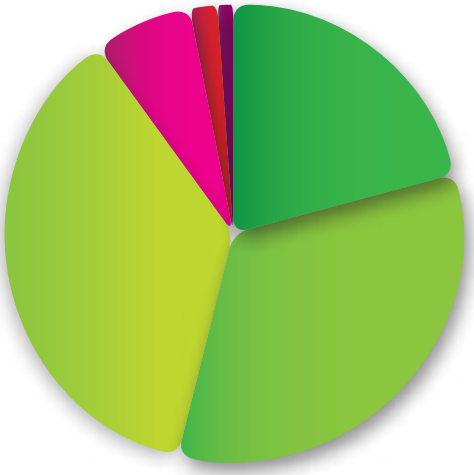


Buy influence by GAME CITY

- 52 % Yes
- 28 % No
- 20 % Hard to say

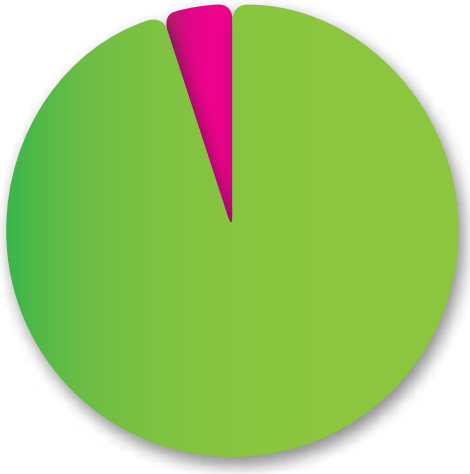
The GAME CITY 2019 by numbers

937 spot interviewees



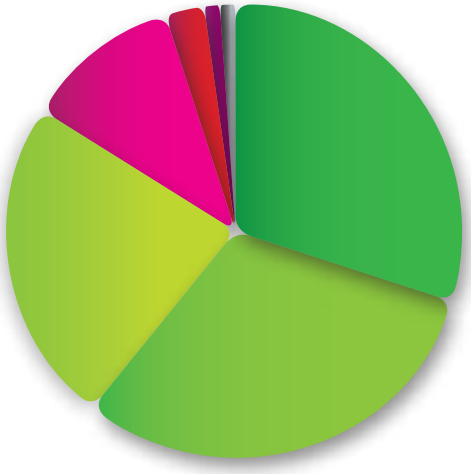
GAME CITY total

- 21 % Excellent
- 33 % Very good
- 36 % Good
- 7 % So so
- 2 % Not so good
- 1 % Did not like it



Will you visit the GAME CITY again?

- 95 % Yes
- 5 % No



Vienna City Hall as venue

- 30 % Excellent
- 31 % Very good
- 23 % Good
- 11 % So so
- 3 % Not so good
- 1 % Did not like it
- 1 % No comment

The GAME CITY 2019 in the media

17. Oktober 2019 08:03

© Epic Games

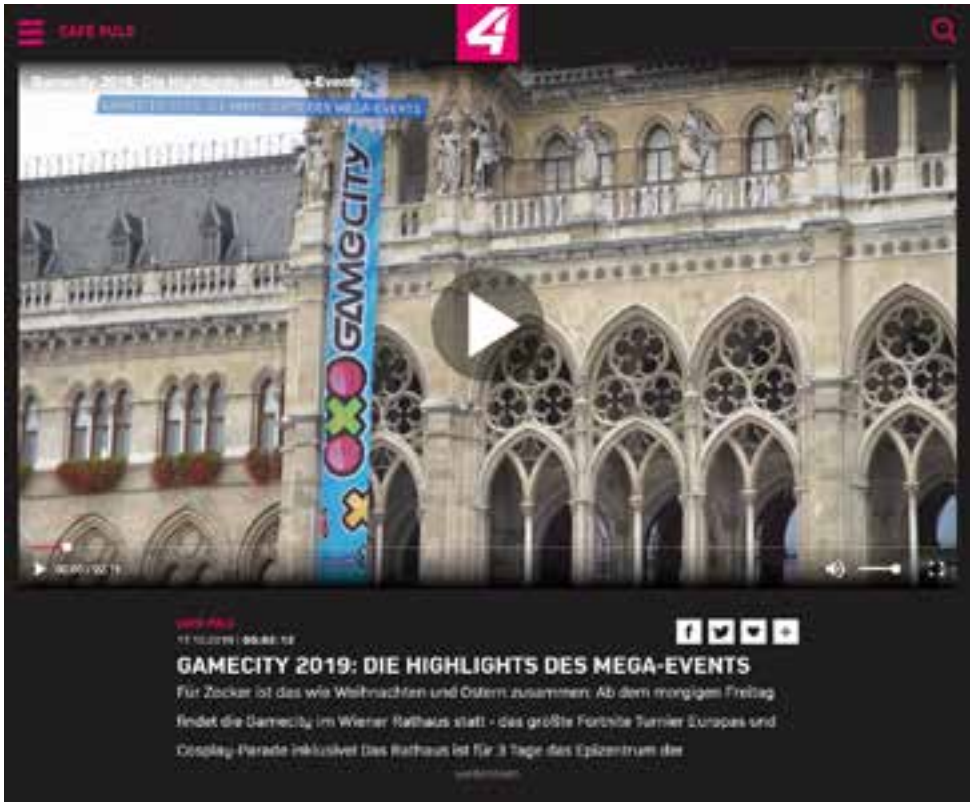
Fortnite-Turnier als Highlight der Game City

Posten Sie (0) · Digital

Großes Fortnite-Update wird für Veranstalter der Videospiel-Messe zur Herausforderung.

Das Wiener Rathaus wird an diesem Wochenende (18. bis 20. Oktober) wieder zum Mekka für alle heimischen Videospiel-Fans. Denn dann geht mit der Game City 2019 die größte Gaming-Messe Österreichs über die Bühne. Die Besucher können auch in diesem Jahr wieder die neuesten Titel, die bereits auf der gamescom 2019 zu sehen waren, direkt vor Ort ausprobieren. Ein Game steht jedoch einmal mehr besonders im Fokus.

OE24, 17.10.2019



Cafe Puls, 17.10.2019

The GAME CITY 2019 in the media

„Game City": Lasset die Spiele beginnen!

Anspielen und ausprobieren heißt's ab heute bei der „Game City" im Wiener Rathaus. Drei Tage lang stehen Spiele, Technik und eSports am Plan. Das sind die Fixpunkte:

- Am Xbox-Stand sorgen 37 Gaming-Stationen für Hochspannung. Unter anderem kann das neue „Gears 5" gezockt werden.
- Bei Nintendo können Fans in „Luigi's Mansion 3" auf Geisterjagd gehen oder in „Pokémon Schwert" und „Schild" Champion werden.
- Das erst kürzlich veröffentlichte Open-World-Abenteuer „Ghost Recon Breakpoint" sorgt am Ubisoft-Stand für ordentlich Action.
- PlayStation zeigt u. a. brandneue Games wie „Death Stranding", „Predator: Hunting Grounds" und „Final Fantasy VII Remake".

Heute, 18.10.2019

Kronen Zeitung

NACHRICHTEN BUNDESLÄNDER SPORT ADABEI DIGITAL FREIZEIT

Wien NÖ / Bgld. Oberösterreich Steiermark Kärnten Salzburg Tirol / Vbg.

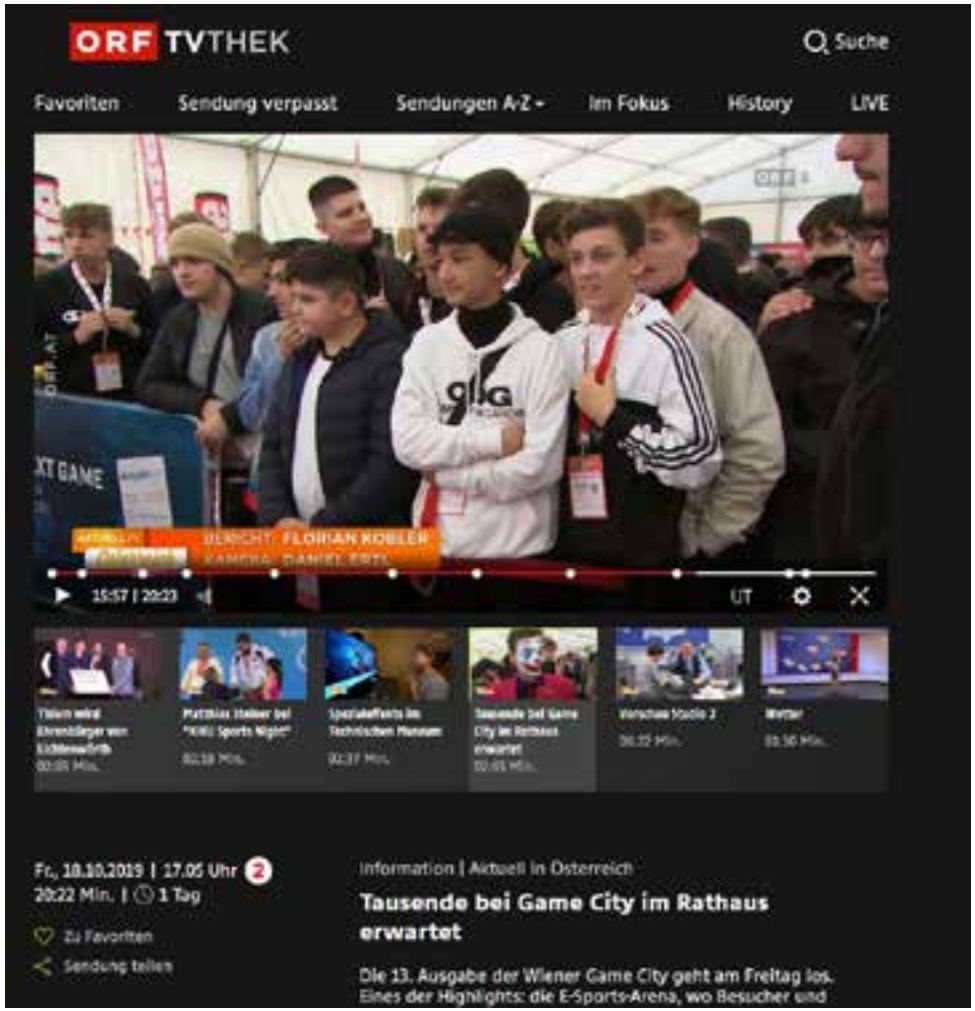
MESSE IM RATHAUS

Game City: Beim Spielen kommen d'Leut zusammen!

Eltern mit ihren Kindern, Schüler, Freundesgruppen, Opas und Omas mit ihren Enkerl, junge Paare: Auf der Game City im Wiener Rathaus, Österreichs größter und einziger Messe für Computer- und Videospiele, eSports und alles drum herum, sichten Spiele-Fans an diesem Wochenende wieder die spannendsten Gaming-Neuheiten in diesem Herbst. Die Messe ist heuer nicht nur Fan-Treffpunkt, sondern angesichts der Debatten in unserem Nachbarland Deutschland auch Beweis, dass digitales Spielen längst ein Massenphänomen für Jung und Alt ist - und nicht das Hobby einer

Kronen Zeitung, 18.10.2019

The GAME CITY 2019 in the media



ORF Aktuell in Österreich, 18.10.2019

Gaming. Bis Sonntag ist das Rathaus noch Bühne für die Gaming-Veranstaltung Game City, mit großem E-Sport-Areal. Für Jugendliche ist das auch ein Ort, um neue Freunde kennenzulernen.

Game City: Zocken im Rathaus

Die Presse, 19.10.2019

Exemplary advertising value and range determination

Advertising value of selected reports 154,589.33 €

Press:
+ Krone: Online (18.10.) – Advertising: 27.500,00 € / Scope: 2.46 million unique users
+ Austria: Online (17.10.) – Advertising: 8,700.00 € / Scope: 1.51 million unique users
+ The Press: Print Saturday (19.10.) – Advertising: 43.566,33 € / Range: 87,524 unique users
+ Today: Print Friday (18.10.) – 11 lines – Advertising: 20,973.00 € / Range: 447,000 unique users

TV:
+ ORF: ORF Currently in Austria (18.10. – 17.05) – 2:45 minutes – Advertising value: 42,075.00 € / Range: 311,000
+ Puls4: Café Puls (10/17 – 7:00 pm) – 2:12 minutes – Advertising value: 11,775.00 € / range: Not published

Media coverage

Total number of reports 819

80 Editorial contributions

410 General coverage

409 Social media posts

F·R·O·G
Future and Reality of Gaming

FROG Symposium

More than 330 interested in the combination of science and gaming followed the call to participate in discussions and lectures at this year's FROG 2019 – Future and Reality of Gaming – 13th Vienna Games Conference.

The motto „Mixed Reality" included technological, pedagogical as well as cultural aspects oft he academic and practitioneers' discourse.

For the first time, FROG's partners (Kirchliche Pädagogische Hochschule Vienna/Krems, University College of Teacher Education Vienna, Danube University Krems, Fachstelle Enter) held tours for school classes through GAME CITY regarding pedagogical and gender issues, to show pupils that games can be looked at through a scientific perspective.

FROG 2019 has been organized by the Federal Chancellery, Division Families and Youth, together with Alpen-Adria-University of Klagenfurt. Highly esteemed international experts like Mashid Mayar (University of Bielefeld), Alexia Bhéreur-Lagounaris (ABLBLALAB), Attila Szantner (Massively Multiplayer Online Science) and John N. A. Brown (Evolv Technologies) held the keynotes of the conference. Two tomorrow's scientists, Christina Obmann and Florian Kelle (both MA-students from Alpen-Adria-University of Klagenfurt) acted as the conference's junior-keynote-speakers.

Reportings from the pre-conferences (Polliwog Krems, Polliwog Klagenfurt, Polliwog Vienna), two presentations of book launches (Medienimpulse, conference proceedings FROG 2018), two panel discussions as well as 25 speakers from the academic and practical field, as well as university students ensured a diverse, „mixed" program. At our Blog of Abstracts http://www.frogvienna.at/blog-of-abstracts/, all talks can be revisited. Currently the Federal Chancellery is working together with Alpen-Adria-University of Klagenfurt to publish the conference proceedings FROG 2019 in 2020.

FROG
GAME CITY
BuPP.at
UNIVERSITÄT
Jugend
Medien

Center for
Applied Game
Studies

GRATIS
EINTRITT
BuPP.at
GAME
CITY
UNIVERSITÄT
KLAGENFURT

WIENXTRA

wienXtra.at

wienXtra-Kids-Zone

The Kids-Zone designed by the Verein wienXtra was also the first point of contact for all children from 4 to 12 years and their accompanying persons in 2019.

Together with many cooperation partners, the wienXtra-spielebox presented a diversified and child-friendly program. So the youngest GAME CITY visitors were able to test many recommendable games and get to know new and exciting technologies.

Numerous adults also took advantage of the family offers of the wienXtra-Kids-Zone: they were advised by the experts of the spielebox, the BuPP and saferinternet, or they went to the media pedagogical book desk of the wienXtra institute for recreational education. In total, around 9,500 children and parents were able to receive at the GAME CITY 2019 in the Kids-Zone and be cared for.

wienXtra-Kids-Zone
GAME CITY
spielebox

spielebox

School @ Game City

wienXtra-Schoolday

On the opening day of the GAME CITY 2019, school classes and teachers were able to gain positive experiences in the digital gaming world. The classes had the opportunity to discover the largest gaming fair in Austria on their own or to get to know the different dimensions of games and gaming in exclusive school workshops and guided tours by experts and other students. In addition, a riddle rally led the children and young people through the grounds. A total of 1,200 students were welcomed at the wienXtra-Schoolday 2019.

In order to inform and integrate in the run-up to GAME CITY, already at the end of September wienXtra invited teachers from the 3rd to 12th grade to the workshop „School and Gaming“. The aim was to teach the professionals how digital games can be used in the classroom, what support potential games offer, and what media-educational approaches are behind them. An offer accepted by 7 teachers.

www.wienXtra.at
wien
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GAME CITY
GRATIS
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wienXtra-schulevents
wünscht viel Spaß
am GAME CITY Schultag

www.wienXtra.at

GAME CITY
Stadt

eSports

Computer and console games have become indispensable in the daily lives of adolescents and adults. eSports as a professional and competitive form of this hobby has long grown out of its infancy and has become an integral part of our entertainment culture. In Austria, therefore, political and public authorities have long been concerned with eSports, working closely with the experts of the Austrian eSport Association (ESVÖ). The ESVÖ has set itself the task of promoting and supporting young eSports-people.

The GAME CITY, Austria's largest gaming event, is an annual fixture of important national finals and a popular meeting place for the Austrian eSports scene. Of course, this opportunity has to be taken advantage of and so on the A1 eSports Arena at GAME CITY there was a high caliber eSports program on all three days. The finals of the Nintendo School Championship and the A1 eSports Super Smash Bros. Ultimate Major were held live there, as well as the qualifying tournaments for the national teams representing Austria in Splatoon 2 and Super Smash Bros. Ultimate at the European Championship 2019/20.

In addition, the ESVÖ hosted Europe's largest offline eSport tournament for the second year running. Over 5,000 gamers spent three days in the A1 eSports Arena in the game „Fortnite Battle Royale". In the end, after a thrilling finale with 100 participants, a single winner was announced: The winner Michael „geco" estimator not only can call himself GAME CITY Champion 2019, but also enjoy great prizes, such as HUAWEI P30 Pro.

GAME CITY
STAGE
esvo
GAME CITY
STAGE
esvo
GAME CITY

GAME CITY

MAXNOMIC

A1 eSports
A1 eSports

Best of Cosplay

GAME CITY
COSPLAY
FREE HUGS

GAMECITY
COSPLAY

Museums

Best of Exhibitors

Summary A–Z

SUMMARY EXHIBITORS A–Z

2K Games

A1 eSports
AHVV – (Heute Zeitung)
Altstoff Recycling Austria AG
Arbeiterkammer Wien
AVM

Backforce
Bank Austria

CD Projekt Red

dabei! Die App zur GAME CITY
eSport Verband Österreich

EY-RACER

FM4 Indie Area
hosted by Mömax
Friendly Fire ESports

GAME CITY
Official Merchandise
Gamers Health United – Verein
zur Gesundheitsförderung von
Computer SpielerInnen

Mjam Gastro Area
MediaMarkt
MICE & Men Eventmarketing
Microsoft – Xbox

Nintendo

OMEN
Österreichisches Komitee
für UNICEF

Paysafecard (A1 eSport Arena)
PROWORX

Rauch
Red Bull GmbH
Rudy Games

S4G School for Games GmbH
SAE Institute Wien
Samsung (Saturn, Ubisoft)
Saturn
Sky Österreich
Fernsehen GmbH
Sony Interactive Entertain-
ment Deutschland GmbH
Square Enix
subotron Retro Area

Tentelian Gaming

Ubisoft GmbH
(Rainbow Six eSports)

Verkehrsorganisation und
technische Verkehrsangele-
genheiten (Safebike MA 46)
Vienna Reality Playground

wienXtra

Xbox
XMG (Ubisoft)

Zentrum für angewandte
Spielforschung, Donau-
Universität Krems

2K Games
GAME CITY
BORDERLANDS 3
AUF IN
DEN WAHNSINN
13. SEPTEMBER
AMD
RYZEN RADEON
BORDERLANDS 3

XBOX
BORDERLANDS 3

DER WAHNSINN
IST DA

logitech
BORDERLANDS 3

A1 eSports
GAME CITY
A1 eSports Arena
FORTNITE
League Austria
Von der GAME CITY
zum #A1eSports Finale
09.11.2019
GÖSSERHALLE, WIEN
A1eSports.at
HUAWEI
McDelivery
Mercedes-Benz

A1 eSports
Arena

A1 eSports
Arena

AHVV – (Heute Zeitung)
GAME CITY
Heute
GAME CITY GUIDE
EIN
GANG

heute
heute

heute
heute
JOIN THE
VR
KEIN DURCHGANG

Altstoff Recycling Austria AG
GAME CITY
REINWERFEN
REINWERFEN
REINWERFEN

Arbeiterkammer Wien
GAME CITY
AK YOUNG
AK YOUNG
AK YOUNG

AK
YOUNG

GAMING

AVM
GAME CITY
avm.de
FRITZ!
PONG

Tomorrow.
BACKFORCE

Bank Austria
Bank Austria
Member of UniCredit
Bank Austria
Bank Austria
Member of UniCredit

CD Projekt Red

CYBERPUNK

dabei!
dabei!
dabei!
GAME CITY

esvo
eSport Verband Österreich
eSport Verband Österreich
GAME CITY
100
EUR

GAME CITY
STAGE
esvo
WIEN XTRA
Stadt Wien
MICE MEN

Willkommen beim größten Fortnite Turnier

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EY-1
GAMECITY
AKTION
EY-3
GAMECITY
AKTION
239€
Du kannst 7 Tage
Fernsehen nachholen
GAMING
ZUBEHÖR
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FM4 Indie Area hosted by Mömax
GAME CITY
SUPER SONIC HYPER BOOM BOX
radio FM4
BOO BOX
1995
POWER
MULTI MUSIC PLAYER
Game City 2019
FM4
BOOM BOX

FM4 Indie Area hosted by Mömax

FRIENDLY FIRE
EXCLUSIVE
PRE-OPENING
TICKETS!
29. - 31. Oktober
Millennium City
EXCLUSIVE
PRE-OPENING
TICKETS!
29. - 31. Oktober
Millennium City

GAME CITY
OFFICIAL MERCHANDISE
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für jeden
Gamer!

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Mit uns kannst du:
// deine Performance verbessern
// beim Gaming gesund bleiben.
Wir sind...
wissenschaftlich fundiert, transparent, kostenlos
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Das Portal für gesundes Gaming

Mjam Gastro Area
GAME CITY
Red Bull

Mjam Gastro Area

MediaMarkt
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Alles zum Thema
Gaming
Market Place
MediaMarkt
Spiele & VR testen
Sonderangebote sichern

MediaMarkt
Spiele & VR testen
Sonderangebote sichern
EINWERFEN

HUAWEI
HUAWEI Mate20 X
CONNECTING THE FUTURE
MediaMarkt
Wien Mitte

JETZT
JETZT

Diverse
Fanartikel
ab 5.-
MediaMarkt
JETZT
ZUGREIFEN

AUSGANG
Werde Fan!
AMING
AUSGANG
GAME
DENVER

Microsoft – Xbox
XBOX
XBOX
XBOX
GEARS 5
BORDERLANDS 3
IRON HARVEST
WASTELAND 3

XBOX GAME PASS

NBA 2K20

GEARS 5

Nintendo
GAME CITY
ABENTEUER, DIE
DICH IN BEWEGUNG
HALTEN!
Nintendo
SUPER SMASH BROS.
ULTIMATE
THE LEGEND OF
ZELDA
wakening

RingFit
Adventure

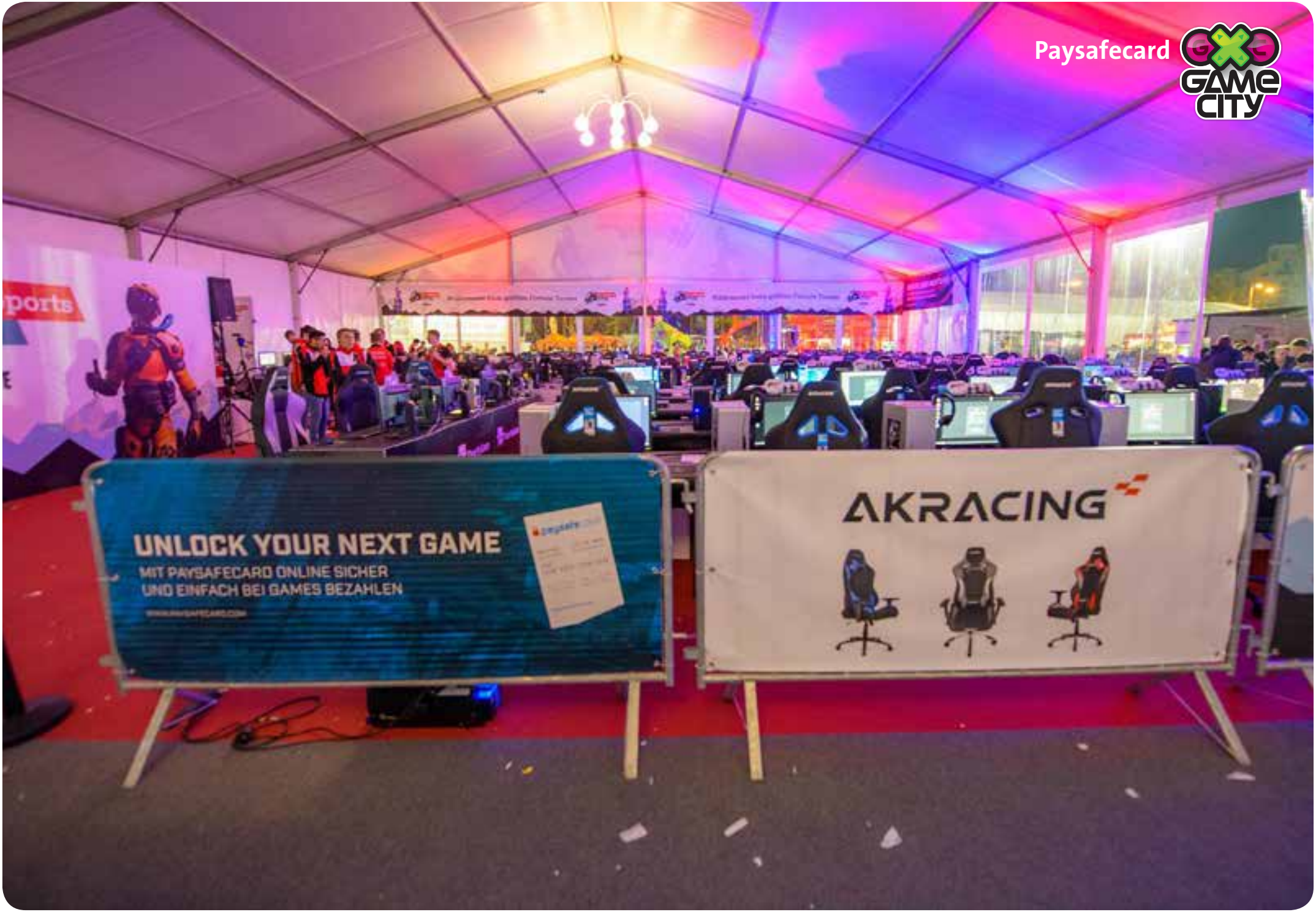
ZELDA

OMEN
PREDATOR
msi
AKRACING
AOC
ZOTAC GAMING
OMEN
GAME CITY

GAME
BIGGER

OMEN

Österreichisches Komitee für UNICEF
GAME CITY
unicef
unicef
unicef
unicef
unicef
unicef
RESTMÜLL


Paysafecard
GAME CITY
UNLOCK YOUR NEXT GAME
MIT PAYSAFECARD ONLINE SICHER
UND EINFACH BEI GAMES BEZAHLEN
AKRACING

PROWORX
PWX
PROWORX
Club3D
Arozzi

PROWORX

PROWORX
CORSAIR

Rauch
GAME CITY
RAUCH
TEE
#LIFEISTASTEA

Red Bull GmbH
GAME CITY
Red Bull

Red Bull

DEVELOP.
CONSPIRE.
CONQUER.
rudy
GAMES
we change the
way you play!

Rudy Games

S4G School for Games GmbH
GAME CITY
Game
ramming
S4G
S4G
SCHOOL FOR GAMES

SAE Institute Wien
unicef
SAE INSTITUTE WIEN | sae.edu
DEIN STUDIUM IST ERST DER AUFTAKT
Media
sae.edu
SAE INSTITUTE WIEN | sae.edu
DEIN STUDIUM IST ERST DER AUFTAKT
sae INSTITUTE

Samsung
GAME CITY
sparco
SAMSUNG

SAMSUNG

SATURN
SATURN
oculus
F.R.O.G.

SATURN
SATURN

SATURN

SATURN

Sky Österreich
GAME CITY
sky SPORT
Wo Sport zu Hause ist.
sky SPORT
sky SPORT
Wo Sport zu Hause ist.
krone ol
BUNDES LIGA
MediaMarkt
krone ol
XCLUB

Sony Interactive Entertainment
Deutschland GmbH
GAME CITY

PREDATOR
PS4

Square Enix
GAME CITY
FINAL FANTASY XIV
ONLINE
HIER
GRATIS
STARTER EDITION
ERHALTEN
HIER
GRATIS
STARTER EDITION
ERHALTEN

HIER
GRATIS
SAMSUNG

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46
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XBOX
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XBOX
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GEARS 5

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We thank all partners for the successful cooperation!

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GAME CITY – Team

We thank you for the great teamwork and look forward to the GAME CITY 2020!

CONTACT

Bernadette Pensch
Verein wienXtra – Promotor
Project management
organisation@game-city.at

Claudia Bayerl
wienXtra-Kids-Zone
claudia.bayerl@wienxtra.at

Gini Stern
GAME CITY Schoolday
schulevents@wienXtra.at

Milena Riedel & Tarek Sharif
Executive agency
MICE & Men Eventmarketing GmbH
gamecity@miceandmen.at
+43-1-2051 085 342

Stefan Baloh
eSport / ESVÖ
+43-1-2640053
sb@esvoe.at

Gerhard Pölsterl
Symposium
bupp@bka.gv.at

Eike Steenken
Ecker & Partner Öffentlichkeitsarbeit
und Public Affairs GmbH
+43-1-59932-48
E.Steenken@eup.at

Tom Rengelshausen
Graphics & Design
office@stardesigner.com

Theresa Winkelhofer
GAME CITY Organization office
organisation@game-city.at

Milena Riedel & Tarek Sharif

We are pleased that we were again commissioned to handle the GAME CITY this year. We would like to thank wienXtra for the good cooperation, as well as our exhibitors and partners, without them this unique event would not have been possible.

From now on we are at your disposal for inquiries for 2020.

Milena Riedel & Tarek Sharif

MICE & Men Eventmarketing GmbH
Karlsplatz 3/11, 1010 Wien, Österreich
T: +43 1 20 51 085 342
gamecity@miceandmen.at
www.miceandmen.at