SFGE

SOUTHERN-FRIED GAMING EXPO

JUL. 31 - AUG. 2, 2026

ATLANTA, GEORGIA

GET READY TO PLAY!

The Southern-Fried Gaming Expo (SFGE) is one of the premiere events for arcade, pinball, tabletop and gameroom enthusiasts in the Southeast. Boasting more than **400+** classic pinball and arcade machines, a large selection of console systems, live entertainment, wrestling, vendors and SO MUCH MORE, all under one roof. 2026 will be our largest event yet with over 180,000 square feet of gaming space. SFGE brings gameroom collectors and casual fans together to enjoy the games of the past and present while building friendships and memories for the future.

WHEN:

July 31 - August 2, 2026

WHERE:

Cobb Convention Center & Renaissance Waverly Hotel & Convention Center

INFO:

GameATL.com

AUDIENCE FORECAST:

10,000+ unique visitors

"Whether you're a fan of pinball machines, old-fashioned arcade games, or Dungeons & Dragons-style role-playing, there's something to catch your attention..."
– FOX5 Atlanta

"...it was glorious."
– GeekDad

"It truly is a nirvana weekend for the retro arcade enthusiast."
– SyFy

"Southern-Fried Gameroom Expo... instantly established a high score."
– Backstage

One of the fastest-growing gaming conventions in the country, SFGE has been covered by a wide variety of national outlets and recognized as a must-attend gaming event by Variety, NBC Universal, Fox Television, Paste, Killscreen, and with mentions in Playboy and the Wall Street Journal. CNBC Included the Southern-Fried Gaming Expo as one of the events that makes Atlanta one of "the Best Cities in America for Geeks."

GET READY TO PLAY!

VIDEOGAMES & PINBALL

With over 300 arcade and pinall machines plus SFGE is the largest arcade in Georgia! Add to that over 100 vintage and modern video game consoles, e-sports tournaments, and more, you can see why SFGE is a gamer's paradise!

TABLETOP/RPG

SFGE is the must-attend gaming event in the state. With our huge board game library, tabletop vendors, designers, tournaments, miniature painting, Magic: The Gathering, 250+ game giveaways and more!

ENTERTAINMENT

Need to wind down from all the gaming? We got you! SFGE offers attendees an added value with a variety of entertainment options. Whether you're dancing the night away at our huge '80s Prom, laughing at stand-up comedy, or cheering pile-drivers at our wrestling events, there's plenty of fun to be had beyong games.

PANELS

Gaming is a way of life and we are here to help. It does not matter if you want to meet your favorite game designer or learn how to build your own system we've got you covered. Through insightful panel discussions with industry experts and those who've been influenced by them, SFGE will expand your gaming knowledge and make you the master.

POWER UP!

The global video game market was valued at $187.7 billion in 2024* and the tabletop boardgaming market is projected to be $41 billion by 2029**. As an established convention in the already-convention-friendly major metropolitan city of Atlanta, Georgia, SFGE annually attracts an engaged and growing audience. Audience growth increases year over year, with loyal attendees and gaming rookies.

SFGE by the numbers 2025

9000+
Attendees
(13,000+ Turnstile)

500+
Interactive Games

1,300+
Tabletop Games

125
Vendors

14
Sponsors

FUN FACT: 65% of SFGE attendees who completed our 2022 Survey recorded a household income of above $100,000.

Previous Participation From:

PlayStation, Nintendo, Red Bull, BANDAI NAMCO, Microsoft, Monster Energy, GameStop, asmodee, The CW

* https://newzoo.com/resources/blog/global-games-market-revenue-estimates-and-forecasts-in-2024
** https://www.arizton.com/market-reports/global-board-games-market-industry-analysis-2024

INSERT COIN!

Sponsorships ensure that we can have the financial support we need to deliver a great show, and the more successful we are, the more visibility you will gain with your target market. SFGE offers various levels of sponsorships, so let us help find a sponsorship that works for you or contact us for a customized sponsorship package.

SFGE Presenting Sponsorship – $10,000

Our SFGE Presenting Sponsorship delivers the highest visibility possible and provides seamless promotional exposure by aligning your brand with SFGE as a top promotional partner across our entire gaming event. This includes co-branding on all signage, advertising, and other promotional materials (i.e. "2026 Southern-Fried Gaming Expo, presented by _____"), everything in our Gold sponsor tier,

PLUS:

- **(10)** 3-Day VIP weekend passes to SFGE Admission for five **(5)** to our VIP event
- **Two night stay** in a luxury hotel suite at the Renaissance Waverly Hotel (Fri, Sat)

INSERT COIN!

Sponsorships ensure that we can have the financial support we need to deliver a great show, and the more successful we are, the more visibility you will gain with your target market. SFGE offers various levels of sponsorships, so let us help find a sponsorship that works for you or contact us for a customized sponsorship package.

Gold Sponsor – $1575

- Everything in the Silver Sponsorship
- One of distinguished gaming areas can be renamed and advertised as "The <Your Company Name> Gaming Room" or something similar with the approval of SFGE management.
- Place up to four 4x8 banners in visible locations in the named gaming room (provided by sponsor)
- Six shout-outs (two per day) over the PA system during the event
- Public thank you at several events including awards show
- Receive two social media shout-outs prior to the event
- One premium vendor hall double-booth space in a prime location

Silver Sponsor – $825

- Everything in the Bronze Sponsorship
- Custom ad featured in the SFGE app
- Ad (designed by you or our artists) in one of our SFGE emails prior to the EXPO
- 5-minute featured sponsor time immediately preceding a large media room event
- Three (3) VIP 3-Day weekend passes to Southern-Fried Gaming Expo
- Admission for two (2) to our VIP event

Bronze Sponsor – $575

- Your logo placed on a minimum of 2 banners near the Expo Hall
- Your logo included on the home page of the event website GameATL.com
- Your logo included on the rotating slides in panel/media rooms
- Priority booth selection (if also purchasing a booth at the same time)
- Sponsor flyers/promotional material may be placed on a marketing table located near the entrance to the show.
- Two (2) 3-Day VIP weekend passes to Southern-Fried Gaming Expo

Mobile App Sponsorship – $3,000

Become the SFGE Mobile App Title Sponsor and bolster your presence at the expo. Get maximum exposure within the App as well as in all communications related to the SFGE App! Keep your company in the spotlight the whole show cycle and always a touch away! Even the app splash screen will have your name on it. Our app garners more than 100,000 sessions annually.

LEVEL UP

Because this is the only show of its kind in Georgia, we are confident that it will be a great opportunity for you to meet and sell to the Southeast's active, growing community of gaming enthusiasts. Georgia and our neighboring states make up an exciting geographic area for gamers, hobbyists, and collectors! Choose a vending option that's right for you:

Corporate Exhibitor Options*

10X10 Booth - $275

- 2 Exhibitor Badges
- 6ft Table
- Chairs

Game Development Table (Tabletop)** - $175

- 8X5 Table*
- 2 Exhibitor Badges
- 6ft Table
- Chairs

20X10 Booth - $500

3 Exhibitor Badges

- 6ft Table (2x)
- Chairs

Indie Game Developer

- Free Vendor Booth
  (Includes power but not internet)
- 2 Exhibitor Badges
- 6ft Table
- Chairs

* Power connection sold separately (not available with all options)

** Game Development Table is reserved for tabletop designers only selling their own titles. No resale allowed.
Internet not available for booths located in Galleria Hall D.

ENTER YOUR INITIALS

Exclusive naming rights are another way for your company or organization to be seen by thousands. With multiple high-traffic areas at SFGE, we'll make sure each destination location helps your brand stand out and get noticed!

Game Hall
$5000

Ever wanted your own arcade, or at least see your company name on one? You can brand our 100k+ sq. ft gaming hall with your name and logo. Sponsorship includes design and placement of free-standing door banners near the entrance along with a large hanging banner immediately upon entering the hall. The Gaming Hall will be referred to with your company name through all print and digital mentions.

Main Stage
$1500

From rock 'n' roll to high-stakes competition to award ceremonies and beyond, our main stage hosts our top-tier programming. Wtith hundreds in attendance at each event and all eyes focused towards the on-stage action, your name will literally be in the spotlight!

New for 2026: TCG Area!
$1500

Players can participate in high stakes tournaments or friendly matches competing with their favorite trading card game decks!

Tabletop Area
$2000

Ever wanted your company name in lights? Would you settle for cardboard? SFGE Tabletop Area has been one of the fastest growing areas of SFGE. Tabletop Gaming is planned to have over 35k sq. ft of space. In addition, in 2025 SFGE gave away over 200 board games to our fellow gamers.

eSports Tournament Stage
$3000

Got a competitive streak? So do we. That's why we have a giant stage to host our head-to-head video game and e-sports tournaments. From the all-time classic retro games to the latest and greatest consoles, eSports are hot! Whether folks are embroiled in the action themselves or watching the competition heat up from afar, attaching your name to this stage will make you synonymous with excitement!

ENTER YOUR INITIALS

Exclusive naming rights are another way for your company or organization to be seen by thousands.
With multiple high-traffic areas at SFGE, we'll make sure each destination location helps your brand stand out and get noticed!

Entrance Banners - $2000

We will work with you to design and print 2 vinyl banners that are 5' wide and 20' long. These banners will hang on the outer columns just outside the main logo banner for SFGE on the hotel side.

Hotel Elevator Branding - $1000

Promote your product with every elevator ride (5 Elevators). Why look strangers in the eye, when you can focus on a business-friendly graphic? These slick window clings grab your eye all the way to your room. We annually sell-out the 14-floor hotel must pre-approve any branding placed in elevators.

Lanyards - $3000

Did you know that $^{2}/_{3}$ of our attendees are full weekend members? What if we placed your logo around the neck of every 3-day badge holder? We will work with you to create 3000 custom full color lanyards that every full weekend attendee will receive during the weekend.

Contact for Pricing:

- Sanitizing Stations
- Floor Clings
- Custom Room Keys
- Email Newsletter Promotion
- Social Media Posts
- Pop-up Banner
- Panel Room Presentation Slide
- App Notification
- And Many Other Options!

PRESS START TO CONTINUE

Are you game yet?

Make a splash as a sponsor or vendor at the next

SOUTHERN-FRIED GAMING EXPO JULY 31-AUGUST 2, 2026

by contacting Shannon DeWitt (404-932-7562) or email us at
info@southernfriedgameroomexpo.com

Can't make it to the show?
You can still support the Southern-Fried Gaming Expo!

If you're unable to join us as a vendor or sponsor of the Southern-Fried Gaming Expo,
don't worry! You can still gain valuable visibility and promote to all of our attendees by donating products for raffles and giveaways throughout the weekend.

Donated items can include pinball machines, arcade games, board games, console game systems, translites, marquees, promotional posters, gaming related products like DVDs and t-shirts, gift certificates, etc.

When you donate items to be awarded in our drawings, you will:

- receive a thank you listing on our website
- receive a shout out during the event over the public address system
- be mentioned in at least one email promotion
- be able to send promotional flyers to us that we will happily have available for our attendees

We're ready to play. Are you?
Partner with SFGE today!