

# Become an Exhibitor!

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# DRYRKON

FESTIWAL FANTASTYKI

13 - 15.06.2025

# What is Pyrkon?

Pyrkon is one of the largest fantasy festivals in Europe, where every fan of games, movies, comics, or literature will feel like they've found their own piece of heaven. It's 54 hours of non-stop fun, spent attending lectures selected from over 1,500 program points, playing games, exploring exhibitions and fantastic villages, and meeting creators of fantasy from all over the world! It's also a chance to shop with over 300 exhibitors offering not only merchandise from well-known and lesser-known universes but also unique, handmade creations. But above all, Pyrkon is a Fantastic Meeting Place, filled with a magical atmosphere that you can only experience here, and only for three days each year!

Pyrkon is a place full of diversity – dozens of rooms filled with workshops, lectures, and exhibitions, theater performances, concerts, shows, and the prestigious cosplay competition – Masquerade – which has been a fantastic show loved by festival participants for years. It is also a place where you can meet your favorite authors, game creators, comic book artists, RPG designers, influencers, and actors.

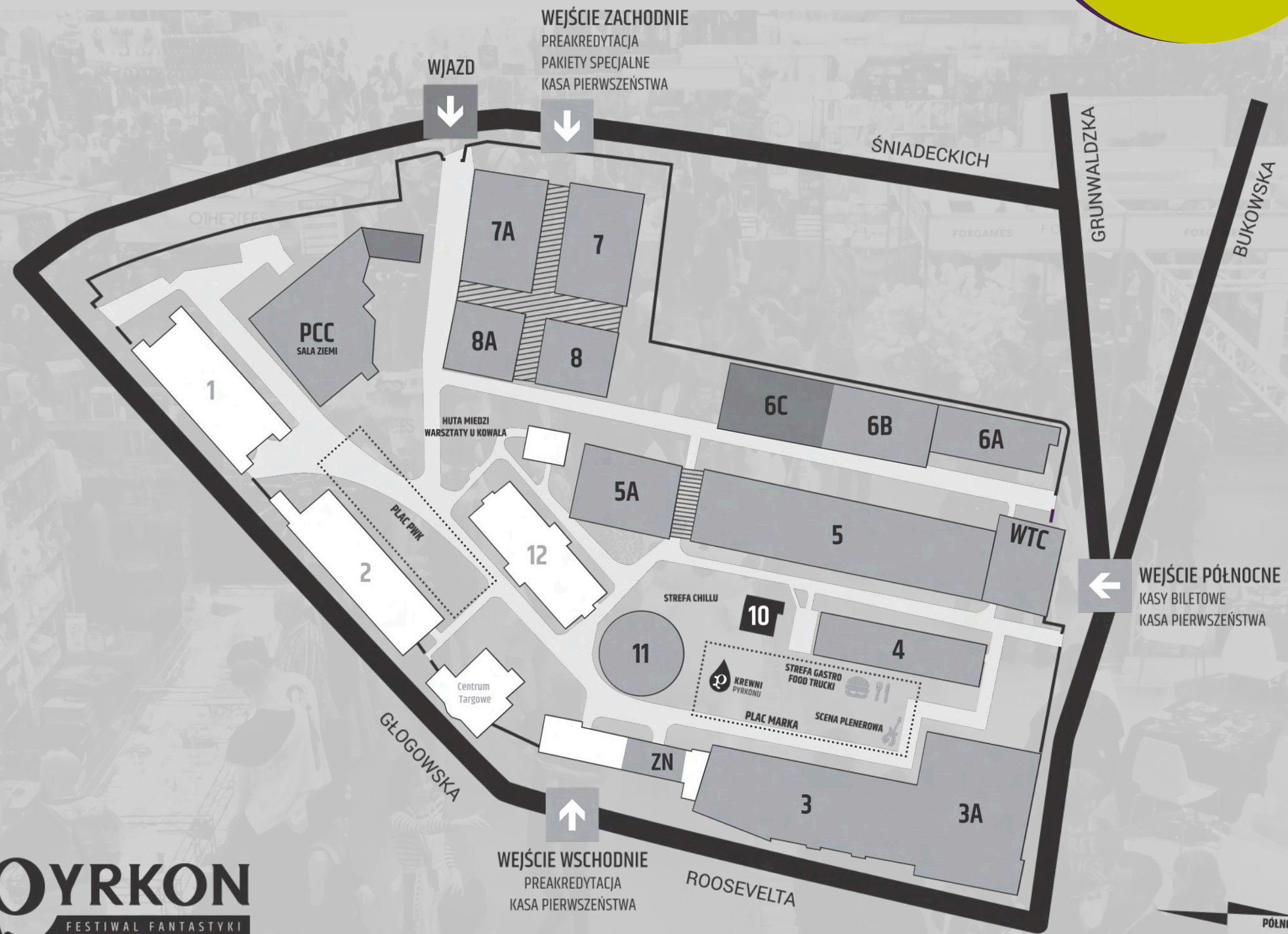


# Fantastic Space



The immense popularity of the festival requires a large area, which is why, since 2011, the event has been held at the Poznań International Fair. Attendees have access to a space equivalent to 23 football fields!

At the heart of this incredible area are Pavilions 5 and 5A—covering over 17,000 square meters—home to the 'Vendorland'. Here, major publishers, shops offering fantastic merchandise, and a wide variety of artisans set up their booths.



# Present your fantastic products!

The festival boasts a rich tradition—2025 will mark the 23rd edition, and you too can become part of Pyrkon's legendary history!

Sales and promotional booths at Pyrkon offer a unique opportunity to reach tens of thousands of potential customers! Larger booths stand out in the crowd and attract participants, making them more memorable in attendees' minds.

This visibility builds brand recognition, which brings not only direct sales benefits at the event itself but also increases the chances of customer return in the future. It's the best way to distinguish yourself from the competition.

Don't miss this opportunity—create a unique, exciting, and attraction-filled booth!



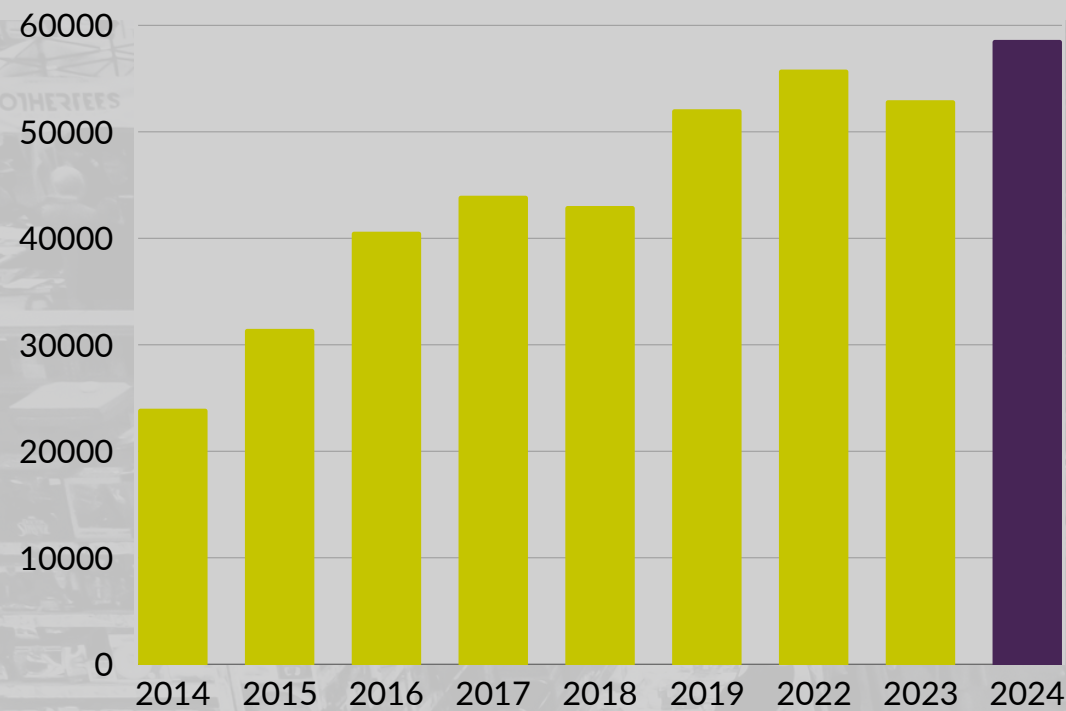
Check out the festival up close!



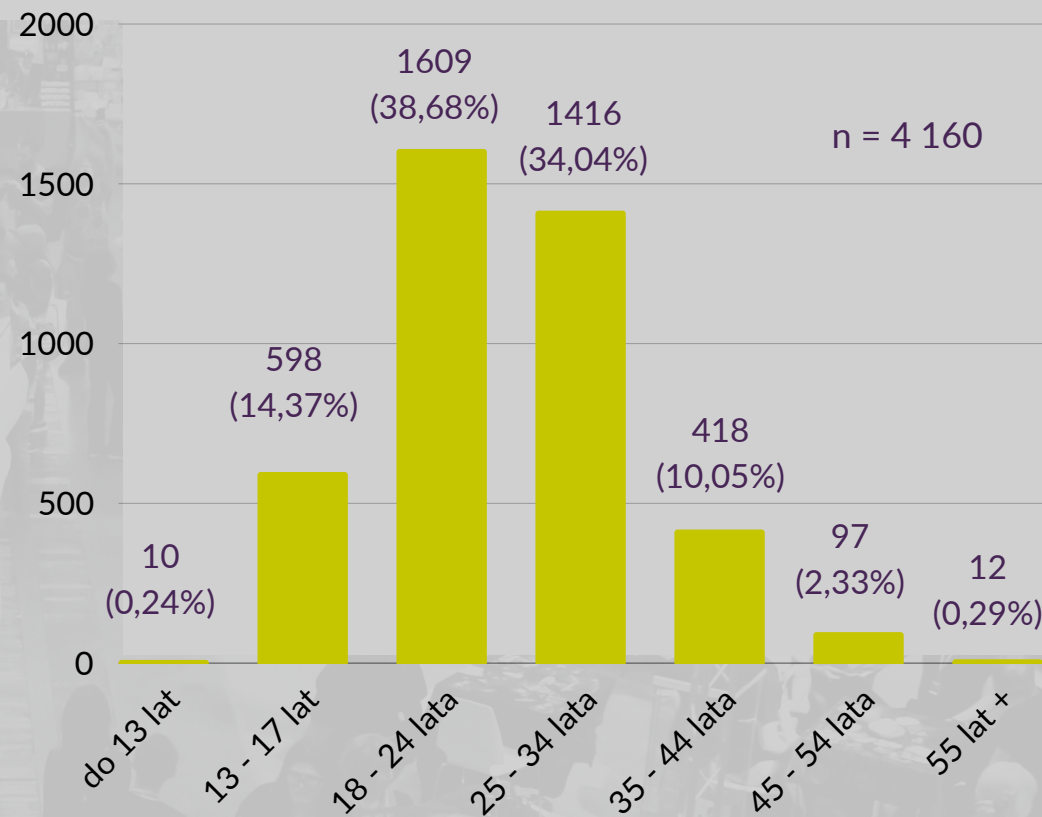
# Pyrkon in numbers



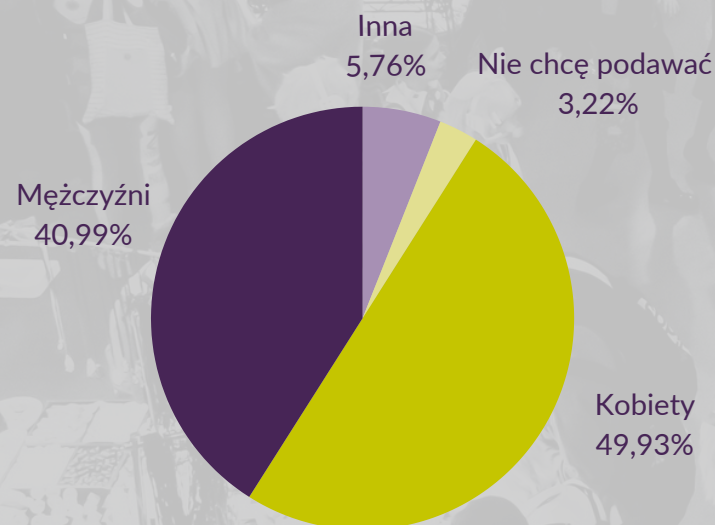
### The number of unique attendees at Pyrkon



### Age of Pyrkon attendees



### Gender of Pyrkon attendees



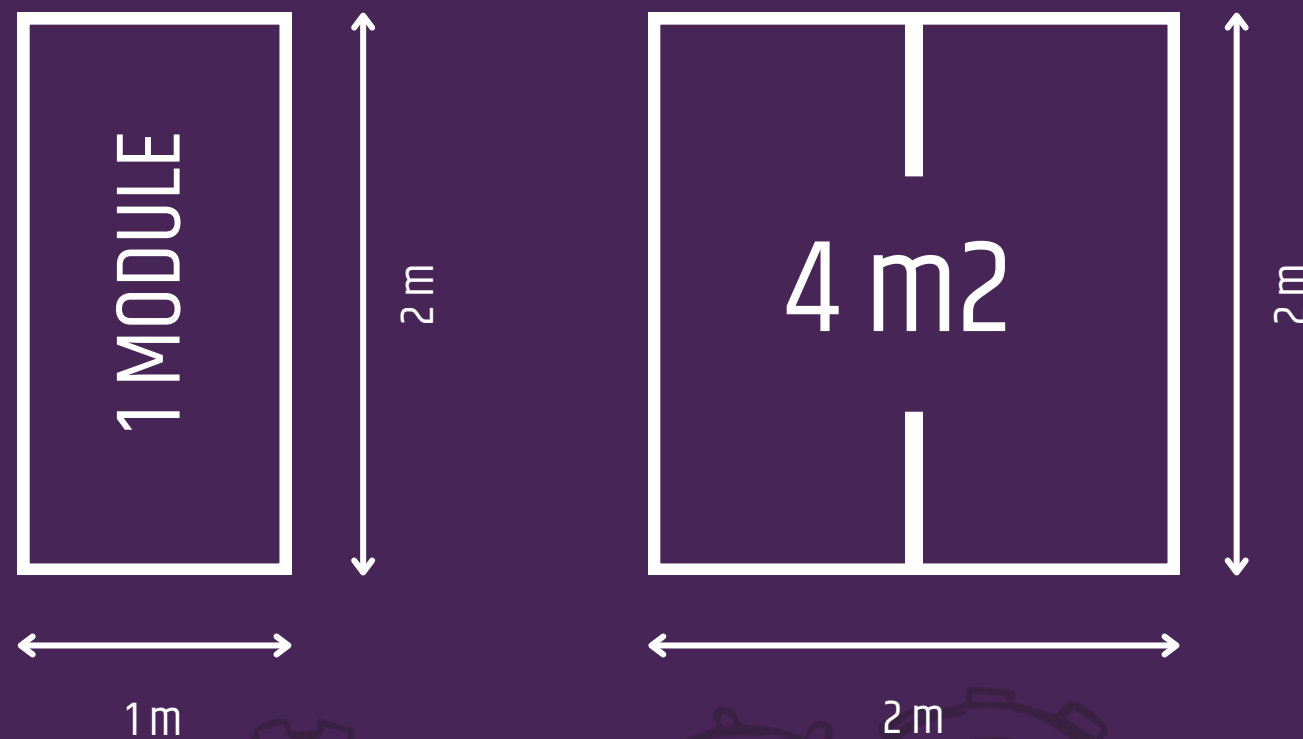
**The average value of a shopping cart at Pyrkon 2024 was 300 PLN!**

# Standard-type booth

This type of booth offers flexible options for booth size along with customizable equipment. It's no surprise that **it's the most popular choice among exhibitors!**

Standard booths can be constructed using any number of 2 m<sup>2</sup> modules: from small 4 m<sup>2</sup> booths designed for emerging creators, to 50 m<sup>2</sup> spaces—perfect for larger companies looking to stand out among other exhibitors.

1 module	2 m <sup>2</sup> (1m x 2m)
Min. number of modules : 2	4 m <sup>2</sup> (2m x 2m)
Max. number of modules : 25	50 m <sup>2</sup>



Exhibitors interested in booths larger than 50 m<sup>2</sup> are requested to contact us at: [wystawcy@pyrkon.pl](mailto:wystawcy@pyrkon.pl) to receive a personalized offer.

# Standard-type booth



Price list			Entry passes included with the booth	
1 m2	<b>63</b> EUR net		Booth size (m2)	Number of passes
Chair	<b>11</b> EUR net		4 - 8	<b>2</b>
Table	<b>20</b> EUR net		10 - 12	<b>3</b>
Corner space	<b>100</b> EUR net		14 - 18	<b>4</b>
Front space	<b>202</b> EUR net		20 - 30	<b>5</b>
230V Socket	<b>45</b> EUR net		32 - 40	<b>6</b>
<p>The exhibitor can purchase a maximum of two additional entry passes at a reduced price of 36 EUR net per piece. Each subsequent pass will be priced at 60 EUR net per piece.</p> <p><b>NOTE! FROM MAY 1, 2025, THE PRICE OF ADDITIONAL ENTRY PASSES WILL EQUAL THE PRICE OF ENTRY PASSES FOR PARTICIPANTS.</b></p>				

The organizer reserves the right to refuse the sale of a booth or to limit the area chosen by the exhibitor.

The price per square meter applies solely to the space and does **NOT INCLUDE** booth construction or electrical connections.

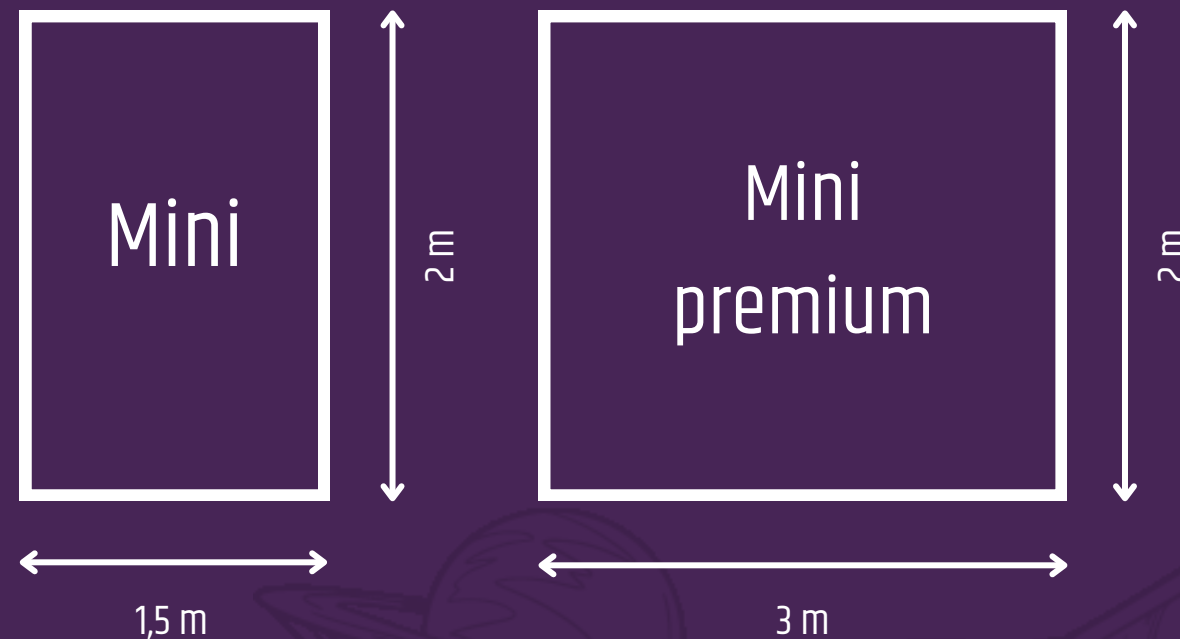
# Mini-type Booth

Booths in the mini zone can be rented exclusively by artisans and artists. The offered goods must be created directly by the exhibitor in a non-industrial manner, meaning they must be handmade and should represent the seller's original design.

In the mini zone, vendors offering merchandise based on commercial licenses or wholesale inventory (including items primarily made from semi-finished products) are not allowed to exhibit. In this zone, we offer two types of booths: mini and mini premium. You do not have the option to change the dimensions of the booth.

A **MINI-type** booth is a 3 m<sup>2</sup> space with dimensions of 1.5 × 2 m, which includes a table, a chair, and an entry pass for one exhibitor.

On the other hand, a **MINI PREMIUM-type** booth is a double mini booth with dimensions of 3 × 2 m (6 m<sup>2</sup>), which includes two entry passes, chairs, and tables.



As every year, a competition will be held during the festival for the most attractive booths in the Mini Zone. The selected winners will receive guaranteed acceptance for the next edition, as well as a significant discount on their booth.





# Mini-type Booth

At the back of the booth, there is a wall made of exhibition construction that can be used for creative booth arrangements. We encourage you to design an attractive space that will draw participants to shop at your booth.

The booth price includes the construction (i.e., the back wall), chairs, and tables measuring 120 x 45 cm.

The booth price **does NOT** include electricity.

## Price list

Mini booth	165 EUR net
Mini Premium booth	307 EUR net
Corner space	24 EUR net
230V Socket	45 EUR net

## ATTENTION!

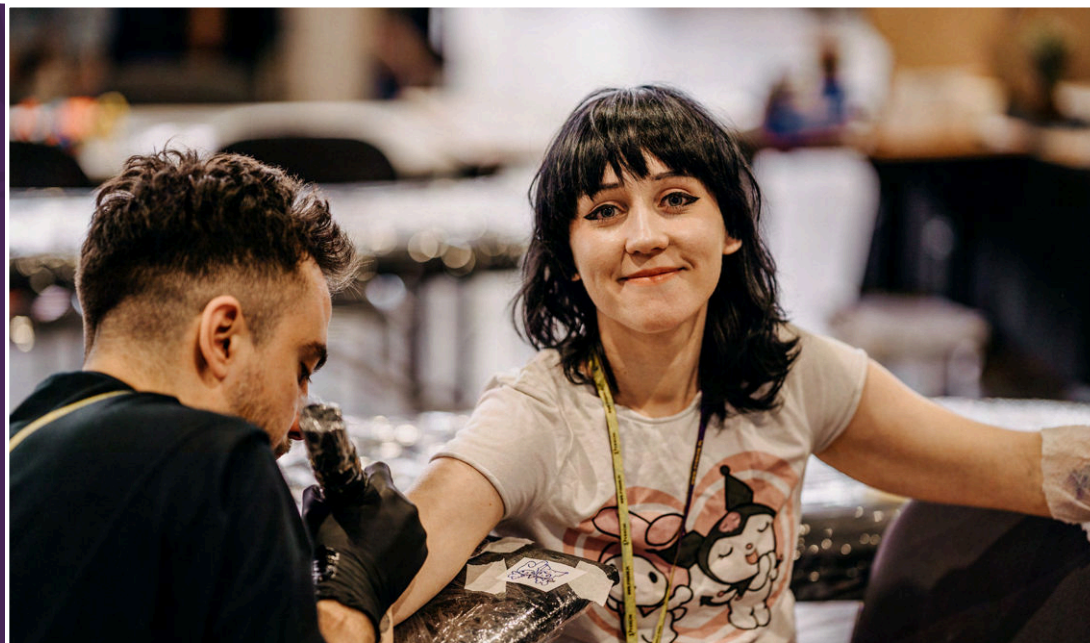
In the mini zone, exhibitors do not have the option to decline the basic equipment. If you have your own tables or counters, we invite you to the Standard Exhibitors' Zone.



# Tattoo & body art booth

The Tattoo Zone is a place where artists can showcase their creativity and connect with a large audience eager for new, unique designs inspired by the world of fantasy.

We welcome both independent artists and tattoo studios that enjoy experimenting with fantasy and sci-fi themes and wish to stand out with original styles and unconventional motifs. We also invite booths specializing in piercing, airbrush tattoos, henna, exhibitors with body decoration products, as well as those involved in special effects makeup, cosmetics, and nail styling with fantastic themes.



## Price list

Tattoo Mini	<b>283</b> EUR net
Tattoo Premium	<b>367</b> EUR net
Corner space	<b>24</b> EUR net
230V Socket	<b>45</b> EUR net

The booth price includes the construction (i.e., a white back wall, chairs, and tables measuring 120 x 45 cm). The booth price does NOT include electricity (price is 45 EUR net for a 230V socket).

Two types of booths will be available in the zone: 6 m<sup>2</sup> (2 m wide x 3 m deep) and 9 m<sup>2</sup> (3 m wide x 3 m deep).

It is possible to decline the provided furniture and use your own equipment.



# Gaming booth

The Gaming Zone is dedicated to the entire gaming industry—ranging from hardware and free play areas to e-sports tournaments organized by our partners. However, what would electronic games be without acknowledging their origins? To address this, we have a retro gaming area featuring old consoles, computers, and, most importantly, legendary titles from the past. There will also be space for gaming YouTubers and influencers!

We will customize the size and shape of the booths to meet your needs—both small independent studios and the largest game and gaming hardware producers will find their place here.



## Price list

Promotional booth	45 EUR net per m2
Sales booth	63 EUR net per m2

**ATTENTION!** There is no registration fee. The cost of the booth already includes the waste disposal fee.

**The price applies to the square meter without furniture and electrical connections.**



# Exhibition construction and additional equipment



Exhibitors interested in a more professional appearance for their booth are encouraged to choose exhibition construction. There are numerous possibilities for booth arrangement, enhancing its attractiveness and allowing it to stand out in the crowd!

<b>Octanorm construction - 1 m<sup>2</sup></b> Allows for the creation of a booth with walls on two or three sides, along with a fascia.	<b>23</b> EUR net
<b>Large format print on the booth wall</b> The printed wall can be dismantled after the festival and reused at the next event!	<b>61</b> EUR net
<b>1 linear meter of Octanorm wall</b> Wall placed behind or to the side of the booth	<b>13</b> EUR net



The prices listed are just a small part of the available construction elements.

The complete price list is an integral part of the Registration Form available on our website:

<https://pyrkon.pl/en/become-a-vendor/>

# Do you have any questions or concerns?



You can find the most important information regarding booth registrations, answers to frequently asked questions, and the exhibitors' regulations on our website:

<https://pyrkon.pl/en/vendors-faq/>

<https://pyrkon.pl/en/terms-and-conditions-for-vendors/>

<https://pyrkon.pl/en/become-a-vendor/>

Contact us:

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tel.: +48 507 653 441



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