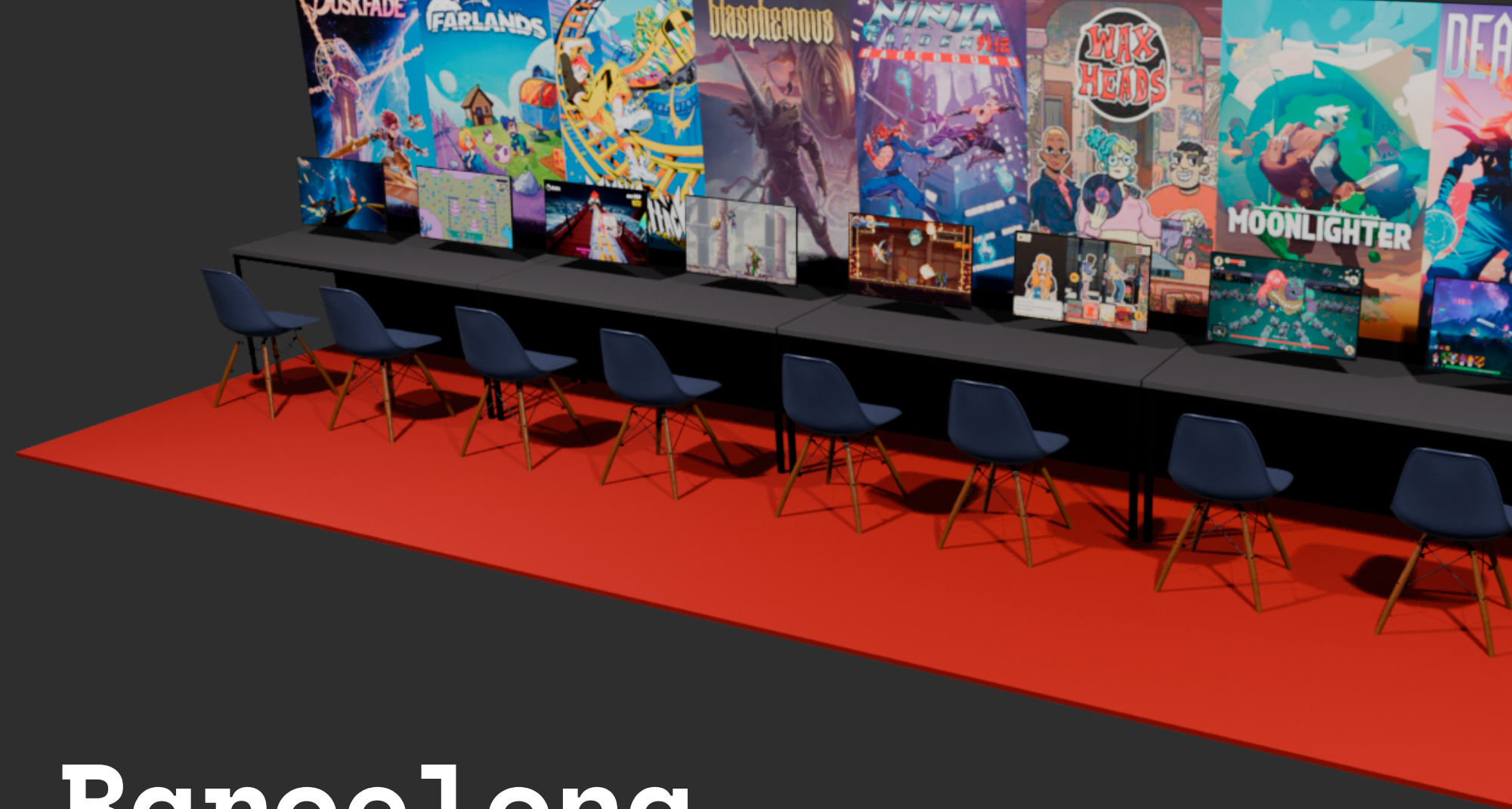




Your game at SAGA Barcelona
Game Fest, **without you having
to be there in person.**

 Helping indie games travel further

1 What is Companion

You already know why an event matters so much for your game. Press, content creators, and publishers all gathered in one place over a few days, your game right in front of them, with the demo doing what an email never could.

Companion is your way to be there without having to travel.

We set up and manage a physical booth for your game, with all the hardware ready for anyone to sit down and play.

We take care of the space, the equipment, the promotion, and on-site wishlist management.

While you keep working on the game from your studio.





What's included

Your Companion slot includes everything your game needs to be played throughout all three days of the event:

■ **A dedicated 2 m² space within the Companion area.** No need to manage it yourself or travel to the event.

■ **A complete gaming station:** desk, chair, monitor, PC, keyboard, and headphones, ready for any attendee to sit down and play.

■ **A banner with an individual QR code linking directly to your game's wishlist.** Plus physical promotional materials such as stickers, flyers, and everything needed to attract attendees' attention.

■ **A feature in the collective booklet showcasing all the games in the Companion area.** So attendees remember your game even after the event.

■ **Prominent coverage during Steam's own event, SAGA Barcelona Game Fest.** Helping your game reach audiences beyond the event itself.

■ **Companion staff supervising the area throughout the event.** Promoting your game while you keep working on it.





How it works

Once you confirm your slot, the process is simple, and we take care of everything:

1

Request your slot:

- Fill in the form
- We confirm availability and reserve your stand.

2

Send us your materials:

- Your playable demo, creative assets, and any details you consider important about your game.

3

We prepare everything:

- We set up your station, install the build, produce the banner and promotional materials, and include your game in the booklet.

4

We manage the event:

- Your game will be playable on October 9, 10, and 11. Our staff will supervise the area and assist attendees.



4 The Event: SAGA Barcelona Game Fest

■ DATES

October 9, 10
and 11, 2026

■ LOCATION

Fira Barcelona Montjuïc

■ EXPECTED ATTENDANCE

+20.000 attendees

■ PARTICIPATING COMPANIES

More than 200 companies
from across the industry

■ INDUSTRY PROFESSIONALS

+2.400
professionals

■ INTERNATIONAL REACH

16 countries and 4
international
delegations



S Event Information

SAGA Barcelona Game Fest is a video game event held in Barcelona on October 9, 10 and 11, 2026, with more than 20,000 attendees expected.

Games selected for Companion receive priority placement from the outset.

In addition, SAGA Barcelona Game Fest has its own Steam event, giving your game visibility throughout the festival.



6 Who Companion is for

Companion makes sense for you if at least one of the following applies:

01 You have an upcoming launch or want to give your game visibility now.

02 You are based far from the event, in another city, country, or continent—and travelling there is not financially worthwhile.

03 Your team is small, and every week of production matters. You cannot afford to pause development to handle logistics and marketing.

If none of these points sound familiar, Companion is probably not for you—and we would rather be clear about that.



Mock-up of the Companion booklet where your game will appear.





Who we are

Companion was created from the shared vision of three business owners with a real, verifiable presence in the industry.

ICOA

ICOA is the organisation behind every edition of Indie Dev Day and its evolution into today's SAGA Barcelona Game Fest, the event where Companion brings your game.

INSTITUT CATALÀ D'OCI ALTERNATIU I NOVES TECNOLOGIES

L&V Media Group

L&V Media Group is led by a content creator with nearly one million subscribers, who has produced and sold several board games and developed an original video game: Farlands.



Edición Deluxe

Edición Deluxe is a video game publication read daily through its newsletter. It supports a community of more than 5,000 readers through a subscription-based model.



Three teams with proven industry experience, offering development teams a way to build visibility and reputation without putting their production pipeline or budget at risk.





Stand Renders



* Concept images for illustrative purposes only.



Pricing

Organising your presence at an event abroad on your own can cost €4,000–€5,000 or more, depending on the country where the event takes place: flights, hotels, daily expenses, hardware, setup, and the production downtime you never get back.

Companion costs

1.200€ +VAT

For that price, the stand is set up, the equipment is ready, your game is being played, and everything is managed.

No travel. No interruption to development. Nothing to manage on site.

The difference is not just financial.

It is also about energy and time, the things you truly cannot get back, and the ones that can derail your planning and development.



10 Next steps

The application form closes on August 16 at 11:59 p.m.

we have  slots available

For this event, we have eight slots available. This is not a marketing figure, it is the number of studios that fit within the space and that we can support to the standard we want to provide.

We review every application in strict order of submission, so when you complete the form matters and will be taken into account.

If you have made it this far and think this is right for you, apply for your slot now.

[Fill in the form](#)



11 F.A.Q.

If I'm not there, who introduces my game to the people who stop by to play it?

Our staff monitor the area throughout the event and guide anyone who approaches using your banner, your QR code, and the script. You can also include your own notes in the material you send us: what to highlight, what to mention, and what to avoid.

What happens if my build crashes or runs into technical issues during the event?

We install and test your build before the event, leaving enough time to identify and fix any issues. During the event, our staff will restart the game or troubleshoot any problems that arise. The more polished and stable the build you send us is, the better.

When do I need to send you my build and the promotional materials?

To give us enough time to install and test the demos from all eight participating studios, the deadline to send us your build and materials is **Sunday, 13 September**. After that date, we won't be able to provide feedback on how your demo performs on the event's hardware.



My game isn't finished yet. Is it still worth bringing a demo or an early build?

Yes. Companion is designed for games that are still working towards release. What matters isn't that your game is finished, but that the playable experience is solid. A short, polished demo will make a much better impression than a larger but unstable one.

Why choose this instead of paying for a sponsor booth at the event on my own?

Because paying the sponsorship fee gets your name on a website and a banner. You're visible, but your game isn't being played. Companion showcases your game on a dedicated stand, running on hardware and in front of real players. The real strength of an event is getting someone to pick up the controller and play.

What happens if I miss out on a spot? Will there be another opportunity?

Only eight spots are available, and they're allocated following a review by our team. To maximise your chances, we recommend submitting your application as early as possible. If all the spots are filled, you'll be placed on a priority list for the next edition. The only way to guarantee your place at this event is to reserve it now.