



YOUR GATEWAY TO
THE U.S. GAMING
MARKET

HELPING GLOBAL DEVELOPERS AND PUBLISHERS
SUCCESSFULLY LAUNCH, SHOWCASE, AND GROW THEIR
GAMES IN THE UNITED STATES

EXPERIENCE. COMMUNITY. RESULTS.

THE OPPORTUNITY

THE U.S. GAMING MARKET

The United States is one of the largest and most influential gaming markets in the world.

but entering the U.S. market is not just about distribution it's about visibility, community, and player validation.



217M+
ACTIVE GAMERS



59\$B+
IN ANNUAL REVENUE



#1
GLOBAL GAMING MARKET

THE CHALLENGE

Breaking Into the U.S. Market Isn't Easy

Many international developers struggle to gain traction because:



Limited direct access to players



Lack of real-time gameplay feedback



Difficulty building early community and awareness



High cost of traditional marketing with uncertain ROI



THE SOLUTION

AniMéi Gamer Zone helps bridge the gap between developers and players through:



Live event activations



Community-driven exposure



Structured gameplay experiences



Real player interaction and feedback

We turn presence into engagement.

WHAT WE DO

We design and operate high-impact gaming experiences at conventions:



Full booth
setup and
management



Tournament
and free-play
integration



Player
onboarding and
engagement



Community
interaction
and support

We don't just showcase games -
we create experiences around them.

MEDIA & COMMUNITY

ENGAGEMENT

Beyond The Convention Floor

We help developers expand visibility through targeted exposure efforts including:



Outreach to gaming creators and streamers



Coordination with local and regional gaming media



Social media content opportunities



Community-driven online engagement



Blog, article, and news coverage support

Our goal is to help transform live event presence into long-term

PROVEN RESULTS (CASE STUDY)



Case Study: Soft Source at PAX East 2026



1,000+
Players engaged



268
Verified survey responses



11
Active demo stations



Continuous booth traffic
throughout the event



Executed in collaboration with Soft Source Publishing

WHAT YOU GAIN

Real Value, Not Just Exposure

Working with us gives you:



Direct access to U.S. players



Immediate gameplay feedback



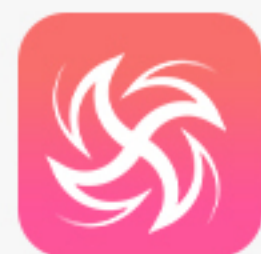
Increased visibility and awareness



Community building from day one



Content opportunities (video, social, press)



Increased online visibility and awareness



Exposure through gaming creators and media outlets



Community-driven social media momentum

We help turn convention presence into both physical and digital visibility.

DATA & INSIGHTS

We Turn Gameplay Into Actionable Data

We capture and deliver:



**PLAYER FEEDBACK
SURVEYS**



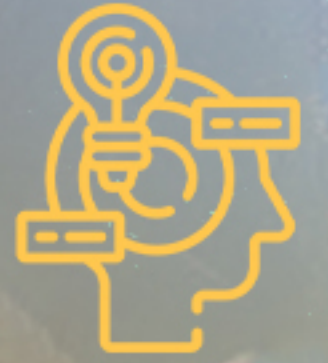
**GAMEPLAY
OBSERVATIONS**



**AUDIENCE
DEMOGRAPHICS**



**EMAIL CAPTURE
FOR FUTURE
MARKETING**



**ACTIONABLE
INSIGHTS TO
IMPROVE YOUR
GAME AND
POSITIONING**

HOW WE WORK

An Extension of Your Team

We operate as a hands-on partner:



Fast and flexible execution



Deep understanding of gaming culture



On-site support and management



**Clear communication before, during,
and after events**

Our goal is to represent your game as if it were our own.

ENGAGEMENT OPTIONS

Flexible Ways to Enter the U.S. Market

We offer scalable engagement models:



SINGLE EVENT ACTIVATIONS

Maximize impact at one
key event



MULTI-EVENT SHOWCASE STRATEGY

Build momentum across
multiple conventions



FULL U.S. MARKET ENTRY SUPPORT

End-to-end support
for a successful launch

Each engagement is tailored to your goals and budget.

WHY ANIMÉI GAMER ZONE

Execution. Insight. Community.



Proven
experience at
major
conventions



Strong
connection
with gaming
communities



Focus on both
experience and
data



Ability to
execute quickly
and effectively

Trusted by publishers and partners

CALL TO ACTION

BRING YOUR GAME TO THE U.S. MARKET

Let's build your presence, connect you with players, and turn exposure into real growth.

✉ support@animegamerzone.com

🌐 animegamerzone.com



LET'S CONNECT