



13 APRIL - 19 APRIL 2026

GAMES FINANCE MARKET

14-15 April 2026

Leonardo Royal Hotel
Tower Bridge

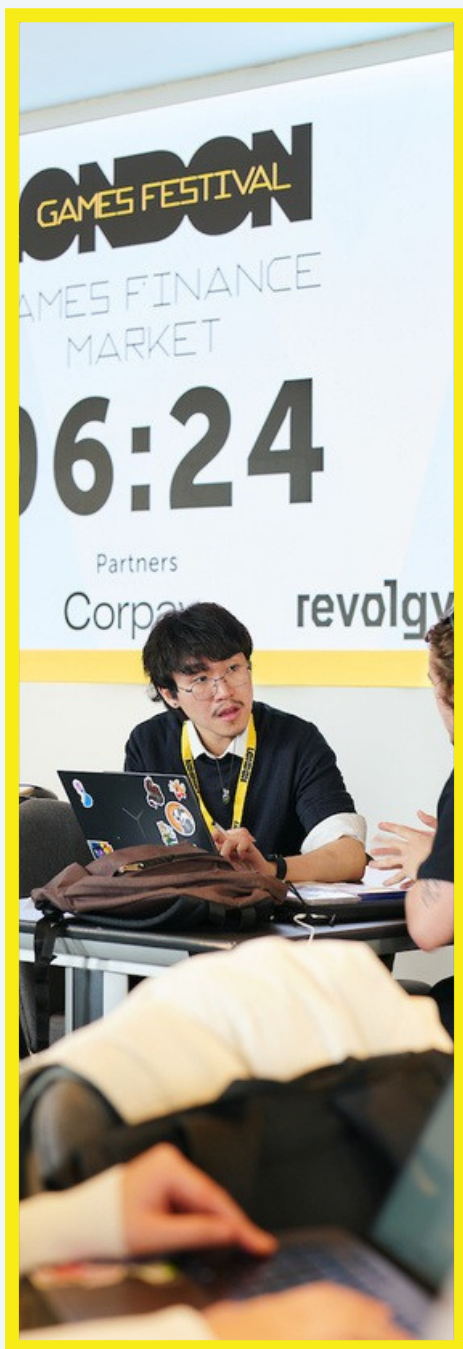
Application guide and Handbook

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Introduction to the Games Finance Market



[Click to watch 2025 showreel](#)

The **Games Finance Market** is UK's largest curated B2B event, connecting studios, publishers and investors from all over the globe. The event runs over two days and it is a unique opportunity for studios to pitch their games to a selected audience of publishers and investors. In 2025, attendees included 80+ studios from 23 countries and over 40 publishers and investors.

The Games Finance Market takes place during the **London Games Festival**, a celebration of video games in the UK. In 2026, the Games Finance Market will take place at the Leonardo Royal Hotel London Tower Bridge, on **Tuesday 14 April and Wednesday 15 April**.

Accessing the Games Finance Market is not as automatic as simply purchasing a ticket. Both studios and publishers/investors need to **apply** for participation, to ensure that the overall quality of projects and companies represented is to a high standard.

For the first time, we are accepting applications from co-development studios looking to connect with other Games Finance Market attendees.

Please note applications from service providers or agencies will not be accepted. The only exception is constituted by a handful of **partners** of the Games Finance Market, which help us deliver the event and will therefore have a table at the venue.

Studios, publishers and investors of **all sizes** and from **anywhere** in the world are very welcome to apply and submit their interest in attending.

Format of the event



Each publisher and investor is assigned a **table** for the whole duration of the Games Finance Market, with the studios moving from one table to the next across meetings. In cases where studios meet other studios, there will be additional tables available on a first-come, first-served basis.

Meetings last **15 minutes plus a 5-minute** break, therefore a total of 20 minutes. This format allows studios to meet as many publishers and investors as possible, while publishers and investors can quickly assess if a studio is a good fit.

Based on the above we advise studios to develop a pitch deck which can be presented during the first 10 minutes of the meeting, focusing on the core aspects of their game and budget ask. The next 5 minutes should then be used for a quick round of feedback from the publisher/investor and to exchange contact details. The 5-minute break at the end can be used (and do get used) to extend the conversation if needed.

The goal of the Games Finance Market is not to necessarily secure a deal at the event itself, but to **start a conversation** in the best possible way and increase chances of successful follow-ups after the event.

Application and next steps

1 The application

Prospective attendees can apply by clicking below:

[Click to apply](#)

Applying to the Games Finance Market does not require you to purchase a ticket if you are admitted.

In the application form, you will be asked to include details about yourself, your role and your company. Studios will also be asked to submit a **pitch deck** of their video game, any **images/videos** and, optionally, a **business plan**. Both documents will be assessed by the Games London team, to verify the readiness of the studio in attending the Games Finance Market. At this stage, these materials are exclusively used internally for assessment purposes.

Please be mindful of the **file size** of your documents, or you may experience difficulty in uploading them.

2 Acceptance and next steps

If you are admitted to the Games Finance Market, you will be asked to confirm your participation by purchasing a ticket. One ticket is priced at **£349+VAT**. A single ticket admits **two people** from the same company and it also includes lunch and coffee breaks on both days of the event. Your place is not secured until a payment is completed, so please make sure you respect the payment deadline or we may give your place to studios on a waiting list.

Your Games Finance Market badge will also give you industry access to the first day of **New Game Plus**, our consumer expo showcasing upcoming indie games from around the world.

Due to the high number of applications every year, we are not always able to admit everyone we would like to, or give feedback on unsuccessful applications.

Shortlisting and Full Access

3 Shortlisting phase

Upon successful acceptance, we will ask you to log into our platform and start browsing the other attendees. The first phase is what we call the **shortlisting phase**, where we ask you to let us know who you would ideally like to meet at the event.

Where there is a **mutual match**, we will arrange a meeting for you and already include it in your agenda.

We will also include additional meetings on your agenda, based on the info you have included at the time of application. We highly suggest you take those extra meetings, as they are designed to encourage new connections among attendees.

Finally, we will pre-arrange a small number of meetings with our **partners**, their goal being to get to know studios, publishers and investors and learn if and how they can be of assistance.

4 Full access phase

The platform will then be **fully open** to attendees, allowing them to book individual meetings with studios, publishers and investors. There will be **filters** in the attendees page of the Games Finance Market platform, to facilitate your search.

5 Registration and meetings

On the first day of the event, the Leonardo Royal Hotel Tower Bridge staff will direct you to the Games Finance Market. There, you will see a registration desk, where the Games London team will welcome you and give you your badge.

The **keynote speech** at the beginning of the event (as well as lunches and the final drinks reception) will also take place at the Leonardo Royal Hotel Tower Bridge (further details TBC).

Once the keynote speech is over, we will then officially start with the 1-to-1 meetings!



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*If you have any questions, please contact:
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