

STAND PROMOTION 101

Below is a guide on how to promote your stand independently outside of the PAX AUS stand inclusions.

CREATE AN INVITING STAND SPACE!

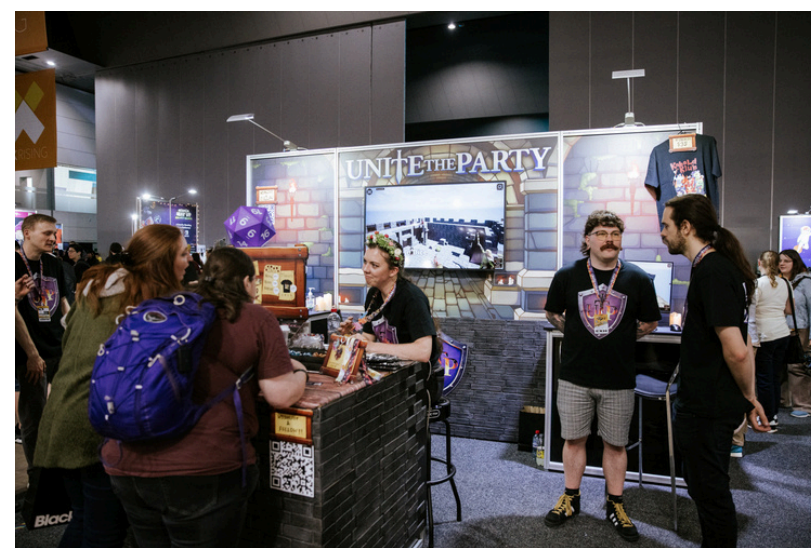
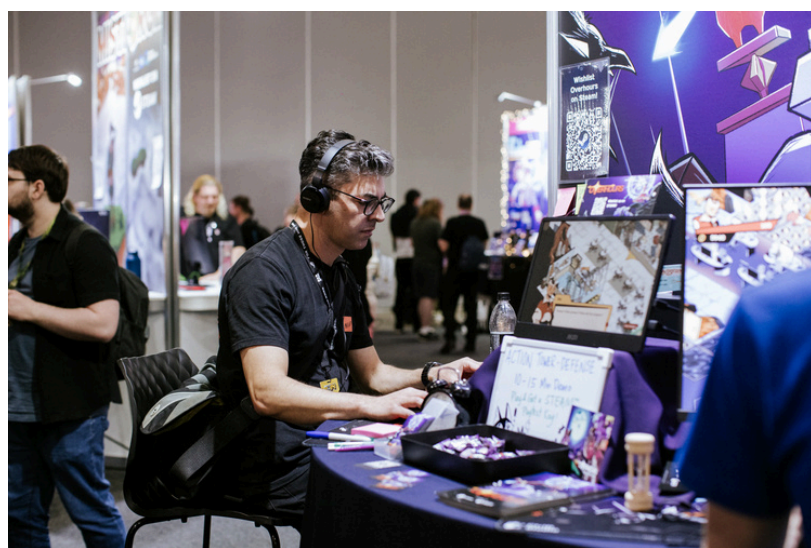
A dash of fabric, decorative ornament. Fairy lights (steady on, slow fade only) or pillows go a long way! Hit up your local op-shop, kmart or a discount fabric store and jazzy up your stand. Honestly feel free to ([while following the Six Rules of PAX](#)) get weird and lean into your game's story!

Below are some examples of well decorated and eye-catching stands.



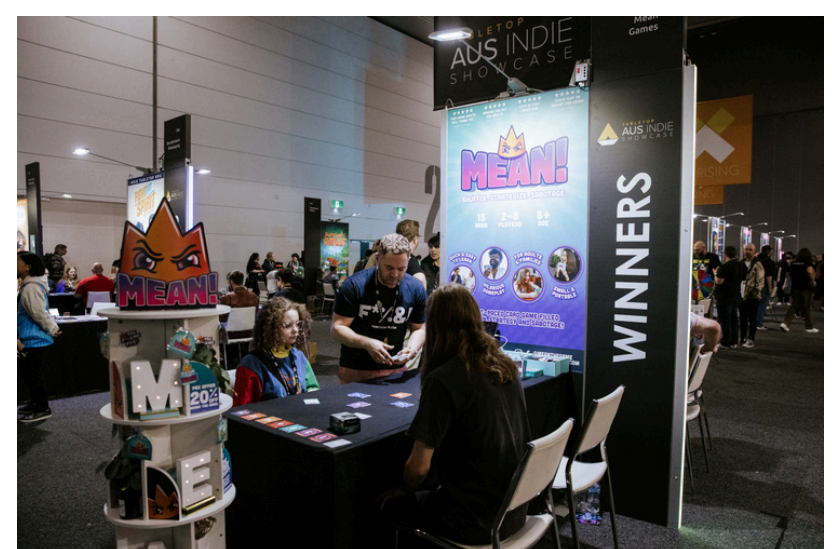
ACTIVATE AT YOUR STAND

Throw a dice, spin a wheel, follow us on social, win a badge! A code! Maximize a mini physical activation or use the power of a QR code to send people to your Wishlist or social channels to buff those channels!



ATTRACT WITH TRINKETS AND MERCH!

If someone resonates with your game, they will proudly rep it with merch! Have a simple stand set up, people love supporting indies.





USE THE POWER OF SOCIAL MEDIA

X, formally known as Twitter, is the #1 used platform for the ANZ Gaming Community. Plug dates into your social calendar to promote your attendance at the show weeks in advance, for example.

- X days until #PAXAus! For your chance to win X,Y,Z, spin the wheel or roll the dice at booth #. We can't wait to see you! #PAXAus
- The countdown is on to @PAXAus! Come see us at booth # to play our game #XXX. #PAXAus

It is suggested you have the below socials as these are most used by content creators

- X, formally known as Twitter
- Instagram
- TikTok

CREATE CONTENT FOR YOUR SOCIALS WHILE YOU'RE AT THE SHOW!

Friday and Saturdays are prime time to capture content. Ask your visitors for their consent to film, do interviews and take photos, all to be shared on your socials. People often look at daily recaps so they are very worthwhile posting!

INVITE PAX AFFILIATED CONTENT CREATORS TO YOUR STAND!

Did you know PAX Aus invites 500+ content creators to the event, and they all want to meet YOU and chat about YOUR game!

In the lead up to the event, we suggest you connect with content creators, especially those who have been given a PAX Content Creator Badge. These badge holders will have access to the media hour, Friday 9:00am – 10:00am before the show opens. This is the perfect time to get dedicated quiet time in to promote your game and do an interview!

Look for the below @'s and #'s @PAXAus, #PAXAus, #gifted online to connect and invite them to your booth!

REACH OUT TO LOCAL MEDIA/JOURNALISTS

To help you get started, we've listed some local Aussie journos who would love to hear from you! Many write PAX Aus recaps so why not make yourself known! These badge holders will have access to the media hour, Friday 9:00am – 10:00am before the show opens.

<https://www.player2.net.au/>

<https://www.qualbert.com/>

<https://press-start.com.au/>

<https://theindiebrew.com.au/>

<https://www.gameshub.com/>

Lastly, remember to utilize the PAX Aus Marketing Assets folder! With these new tips, GLHF and all the best!