

# How to Get Your Indie Game Seen at PAX Aus



In the spirit of reconciliation, we acknowledge the traditional custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their elders past and present, as it is their knowledge and experience that holds the key to the success of future generations. We extend that respect to all Aboriginal and Torres Strait Islander peoples today.





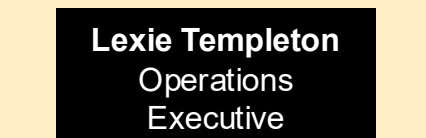
**Lauren Luciani**  
Exhibition Director



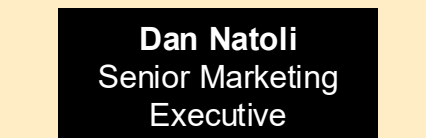
**Kitty Grace**  
Content Manager



**Jess Lawaetz**  
Senior Marketing  
Manager



**Lexie Templeton**  
Operations  
Executive



**Dan Natoli**  
Senior Marketing  
Executive



**Reece Howard**  
Digital Marketing  
Associate





## Agenda

- Digital Profile
- Steam
- Exhibitor Toolkit
- NEW Marketing Opportunities
- Stand Promotion 101
- Q&A



# Digital Profile – Expo Hall

**Filter By** [-]


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**Product Categories** [-]


- Action
- Adventure
- Apparel
- CCG
- Co-op
- Components
- Deck Builder
- Dice
- Early Access/Demo
- Exhibitor
- Expo Hall
- Family Friendly
- Fighting
- First Person
- Free to Play
- Horror/Survival
- Indie
- JRPG
- MMO
- Merch

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# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z View All




**Anubis Arts**  
Booth: AIS2  
Think Mario Party meets Party Animals but faster, with no waiting. Lunars is a chaotic 8-player par ...



**Apothecary of City X**  
Booth: 47  
A melancholic hug in game form - Apothecary of City X invites you to an atmospheric world where you ...




**ARCH REBELS**  
Booth: 41  
ARCH REBELS is an indie creative studio from Perth, Australia developing GHOST CAM - a VR and PC gh ...



**ArgentSoft**  
Booth: 17  
In Synthetic, there are no heroes or villains, only those who live. From within the underbelly of V ...



# Steam



**See deals and demos from the PAX Aus expo hall!**







Oct 10 - Oct 12, 2025

This third-party event is presented by PAX Australia

[FEATURED](#) [EXPO HALL](#) [AUS INDIE SHOWCASE](#) [PAX BROADCAST](#) [DEMOS](#) [ON SALE](#)

PAX Aus is a celebration of gaming and gaming culture featuring thought-provoking panels, a massive expo hall filled with the best publishers and independent studios, game demos, musical performances, tournaments, and a community experience unlike any other. Held across three full days and all under one roof, PAX offers the community the opportunity to meet with old friends, make new ones, interact with game developers, publishers and brands, and get hands-on with everything they love about gaming.

**AUS INDIE SHOWCASE**  
PRESENTED IN PARTNERSHIP WITH NBN

 <p>A\$ 27.50</p>	 <p>To be announced</p>	 <p>Available: 2026</p>
 <p>A\$ 7.99</p>	 <p>A\$ 21.99</p>	 <p>Coming soon</p>

Company Name \*

Contact Name \*

Contact Email \*

If your booth features a game with a Steam product page, please provide the link(s) below.

What genre(s) best describe your submitted game(s)?

(e.g. Action RPG, cosy farming sim, multiplayer party game)

You may include up to three additional Steam product links from your company's catalogue, released within the last three years. Please share them below.



# Exhibitor Marketing Toolkit

## Exhibitor Marketing Toolkit

We've created a number of tools you can use to promote your stand at PAX Aus.



### PAX AUS LOGO

If you want to use our logo in your marketing material, download the PAX Aus logo pack now, which includes different formats.

[CLICK TO DOWNLOAD](#)



### SOCIAL MEDIA TEMPLATE

We've created a PAX Aus overlay that you can edit to include your logo or product. Use these overlays to promote your brand on social media. Don't forget to tag us and use the hashtag #PAXAus.

[DOWNLOAD ASSETS](#)



### BRANDING GUIDE

Follow these guidelines at all times when using the PAX Aus logo in your marketing material.

[CLICK TO DOWNLOAD](#)



### PAX AUS VIDEO

Help us promote PAX Aus. Share our video across your social media channels, website and newsletter.

[PAX AUS 2026 VIDEO](#)



# New Marketing Opportunities

## New Leaf Package

- One dedicated post across the below PAX Aus social media channels (150k followers)
  - Facebook (feed & story)
  - Instagram (feed & story)
  - X

## Commitment

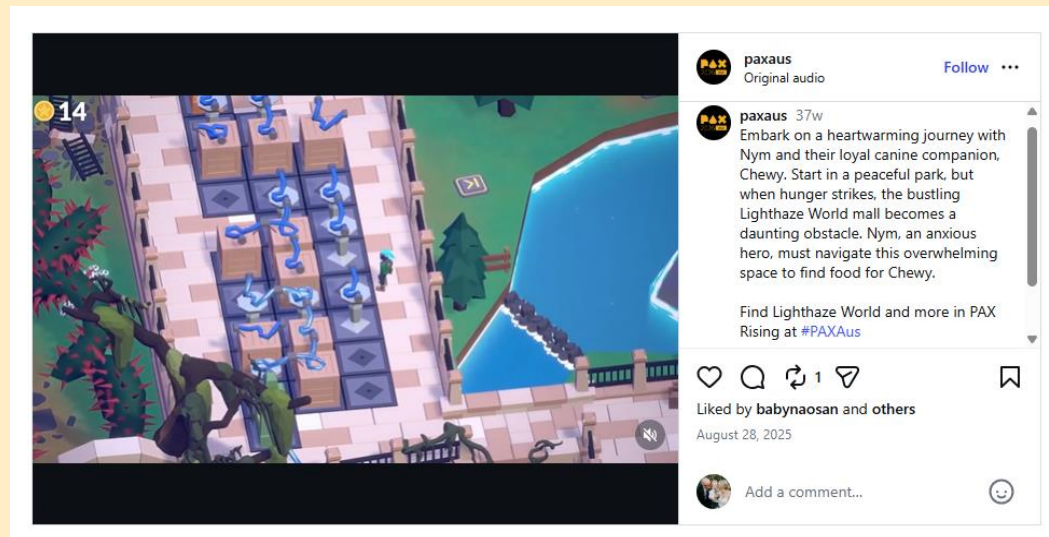
- High resolution logo suite jpg or png
- Game blurb 50-100 words
- Links for inclusion (website, socials, Steam)

## Bonanza Package

- One dedicated post across all the below PAX Aus social media channels (250k followers)
- An additional Spotlight post highlighting the story behind your game, where the idea came from, how it was developed, and about the developers.
  - Facebook (feed, story & reel)
  - Instagram (feed, story & reel)
  - X
  - Threads
  - Bluesky
  - [TikTok](#)
  - YouTube Shorts

## Commitment

- High resolution logo suite
- Game blurb 50-100 words
- Links for inclusion
- GOOD quality video content 60 secs
  - Video featuring you, discussing your game, where it came from etc.
  - Game trailer



## New Marketing Opportunities – Submissions

<https://app.smartsheet.com/b/form/019e39e84bb079d18e4f0da6b1a1451f>



# Stand Promotion 101

- **Create An Inviting Stand Space!**  
A dash of fabric, fairy lights (steady on, slow fade only) or decorative props go a long way to make your stand more inviting. Feel free to get weird and lean into your game's story (as long as it follows our six rules of PAX!)
- **Utilise the power of social media**  
X is the #1 used platform for the ANZ gaming community. Make sure you get involved in the community around our #paxaus and @paxaus engagement points, and promote your attendance in advance. We suggest you engage on the below socials, as these are most actively used by our content creators;
  - X (formerly Twitter)
  - Instagram (feed + stories)
  - TikTok
- **Activate on your stand!**  
Throw a dice, spin a wheel, follow us on social media to win a prize - a game code. Turn your booth into an activation space and make use of a QR code to send people to your Wishlist or social channels.
- **Invite PAX affiliated content creators to your stand!**  
PAX invite over 500+ content creators to the event, who all want to hear about and play your game! Content Creator and Media badge holders have access to Media hour, Friday 9am – 10am before the show opens. This is the perfect time to get dedicated quiet time to promote your game and do interviews. Consider doing some outreach on social in advance!
- **Attract with trinkets & merch**  
If someone resonates with your game, they will proudly rep it with merch. Have a simple stand set up, people love supporting indies.
- **Reach out to local media / journalists**  
There are plenty of Aussie journos who would love to hear from you! Many write PAX Aus recaps so why not connect and make yourself known? These badge holders have access to the media hour, Friday 9am – 10am. Here are some examples;
  - Player2.net.au
  - Qualbert.com
  - Press-start.com.au
  - theindiebrew.com.au
  - Gameshub.com



**QUESTIONS?**

