



DreamHack and Elmia sign partnership extension for Summer and Winter festivals

Extended partnership continues through 2022



[DreamHack](#), the premier gaming and digital lifestyle festival, and [Elmia](#), the well-renowned venue owned and operated by the Municipality of Jönköping, Sweden, has signed a partnership extension keeping DreamHack Summer and DreamHack Winter festivals at Elmia in Jönköping through 2022. The first-ever DreamHack festival held at Elmia was in 2002, and the city of Jönköping has, over the years, truly become the “City of DreamHack”.

“It feels great to have come to an agreement with Elmia, ensuring that DreamHack Summer and DreamHack Winter festivals stay where they belong over the coming years,” says DreamHack co-CEO Marcus Lindmark. *“The people of Elmia, and all of Jönköping, have always been great partners, welcoming gamers from all over the world to their city and supporting us as best they can, in whatever way they can.”*

The city of Jönköping may be the smallest city hosting DreamHack festivals — but the amount of dedication shown, combined with the great history between the city and DreamHack, is unparalleled.

“Now that we’ve secured at least six more DreamHack festivals at Elmia, we can continue to focus on the rapid development and proliferation of esports, while also bringing value to other parties and events at Elmia,” said Elmia CEO Lotta Frenssen. *“‘Gamification’ is an area of interest for us — using game-like reward systems, in development work and competence supply, expands strongly in most industries. Not least with the intake of the millennials in the labor market.”*

“The security that Jönköping represents for parents is an important reason for DreamHack’s choice of city and arena — because there are parents who, perhaps for the first time, are letting their children leave home to spend a few days sharing their interest and passion for esports with peers,” Frenssen continued. *“Furthermore, Elmia’s premises, including future development work, constitutes a very important parameter for DreamHack’s choice of location. And of course, food and beverage options are also an important part of this renewed cooperation — our new restaurateur, FC Gruppen, will offer DreamHack’s visitors nutritious food and drinks throughout the event.”*

DreamHack will return to Elmia and Jönköping November 28 through December 1, 2019, with another installation of DreamHack Winter. The event will also mark the official 25th-anniversary celebration of DreamHack.

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About Elmia

Elmia has arranged trade shows and events where people meet to exchange experiences since the start in 1961. Today, the Elmia venue is a well-established hub for business development as well as a testing ground for innovations. Elmia is owned by, and located in the Municipality of Jönköping. Each year Elmia welcomes between 350 000 to 450 000 visitors to a broad spectrum of meetings, trade shows and events.