



DreamHack Spain Moves Winter Festival to Madrid

DreamHack Madrid to be held December 10-13 at IFEMA

Total prize pool for esports tournaments exceeds \$350,000

STOCKHOLM/BARCELONA — DreamHack, the premier gaming lifestyle festival, today announced that the Spanish branch will move its winter festival from Sevilla to the Spanish capital of Madrid. The new DreamHack Madrid is to be held on December 10-13, 2020, at the IFEMA. The four-day festival will feature the latest within gaming and esports, with visitors being able to compete, meet their idols, and enjoy the core of the festival - the BYOC LAN party. The new festival in Madrid is the first of its kind in the city and will offer a unique experience to all visitors.

“We are excited to begin this new journey in a city like Madrid. Our winter DreamHack festival had already earned a slot in the international scene but we are sure that this step will allow us to grow even more, thanks to the possibilities that this city offers to a sector like ours,” said Arturo Castello, CEO, Encom Games.

He continued: “Nevertheless, we do not forget Sevilla. We want to thank the wonderful city of Sevilla and all its visitors, their hospitality during these two years of festival. Today we announce that for the time being we will not have any more events in Sevilla, but we are sure that we will return soon to enjoy esports with its citizens.”

DreamHack Madrid will host a number of international esports tournaments, including the last DreamHack Open stop of the year. DreamHack Open is a part of the ESL Pro Tour which was announced by DreamHack and ESL in 2019 and provides the Counter-Strike: Global Offensive (CS:GO) scene with an extensive competitive eco-system that enables a true “zero to hero” storyline.

DreamHack Open Madrid will have eight top-level CS:GO teams competing for the \$100,000 prize pool and will be broadcasted through official DreamHack streaming channels as well as through media partners throughout the world. Two of the eight slots are reserved for national teams.

The Madrid festival will also feature the last stop of the Hearthstone Masters Tour with a massive \$250,000 prize pool, with top professionals from all over the world competing for their share of it. Combine the two prize pools and DreamHack Madrid will feature the biggest within Spanish esports during 2020.

There will, of course, also be a BYOC/LAN area where more than 1,500 participants will play and compete during the four-day festival by bringing their own PCs or consoles. The festival will offer competitions and exclusive activities for all participants, as well as commemorative gifts - celebrating the first edition of DreamHack Madrid.

DreamHack festivals feature everything gaming under one roof, including BYOC/LAN, esports competitions, gaming merch stores, competitions and raffles, an educational area where attendees will be informed about the best study programs and careers to work in the sector, and live music.

Tickets will go on sale on March 23 with the launch of an initial promotion celebrating its arrival in Madrid.

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ABOUT DREAMHACK SPAIN/ENCOM GAMES

Encom Games organizes DreamHack festivals in Spain since 2010, being an exclusive partner of DreamHack, the largest digital festival. It's a specialized company that is a pioneer in the development and exploitation of events, competitions, content and audiovisual productions in the field of the videogame industry, hardware, and technology.