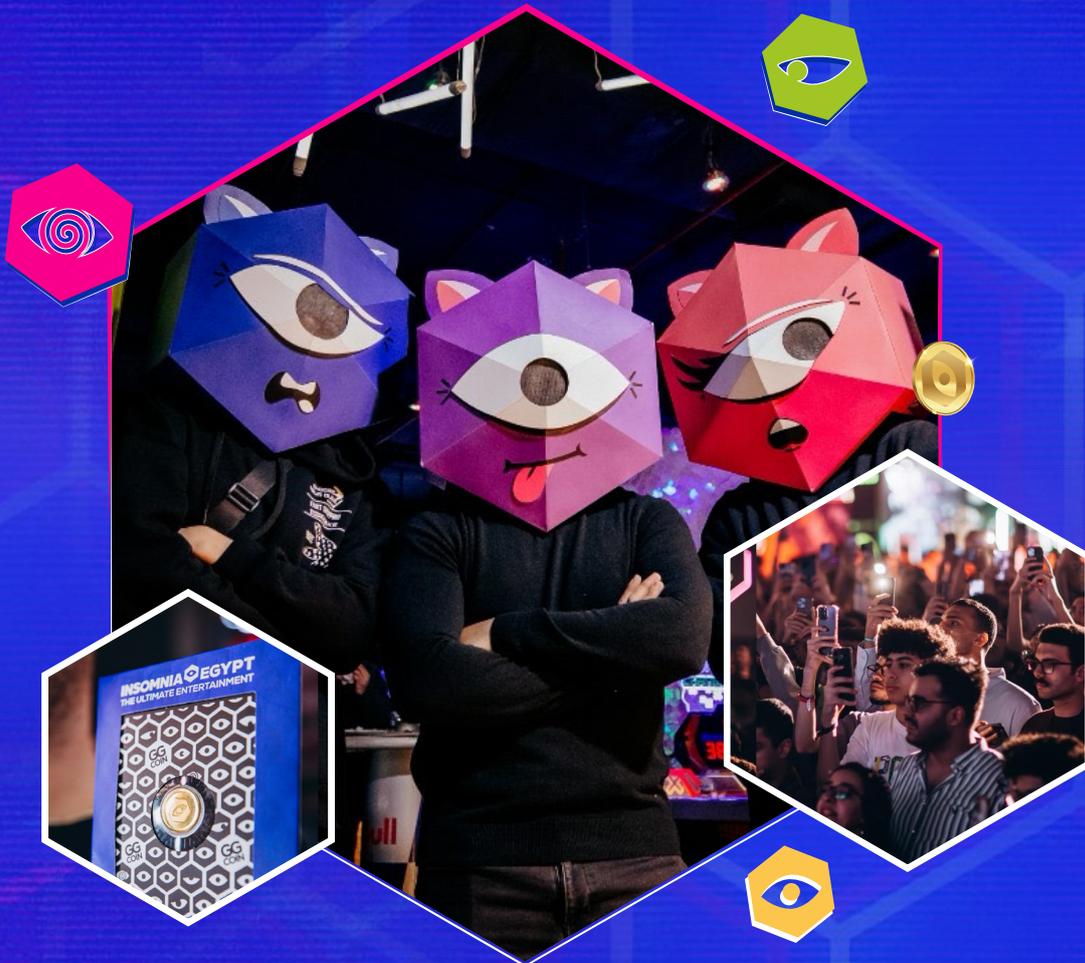


# INSOMNIA EGYPT

THE ULTIMATE ENTERTAINMENT



# POST SHOW REPORT 2025

Egypt International Exhibition Center - EIEC

# THANK YOU TO OUR PARTNERS & SUPPORTERS

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OFFICIAL ENERGY DRINK



GOLD PARTNER



EVENT PARTNERS



EXCLUSIVE RADIO PARTNER



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FOOTBALL PARTNER



TRANSPORTATION PARTNER



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CREATIVE PARTNER



GAMERS EMPOWERMENT PARTNER



MEDIA PARTNERS



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## ABOUT INSOMNIA EGYPT

BME first introduced Insomnia to Egypt in 2018, marking its debut in the region and quickly establishing it as Egypt's biggest gaming festival and the Middle East's longest-running. In 2025, we celebrated the 6th edition of Insomnia Egypt at the Egypt International Exhibition Center (EIEC), continuing a legacy built on delivering immersive, all-encompassing experiences that go far beyond gaming, offering a full-fledged 360-degree festival experience.

This year's edition raised the bar once again with exciting additions that responded directly to community feedback. For the first time, Insomnia Egypt introduced its official mascots; the Nom Noms. Fans had been asking for a mascot for years, and this edition finally brought them to life through five colorful personas, each reflecting a different side of the festival experience. Through this new layer of personality and energy, the Nom Noms helped deepen the connection between the festival and its audience, with the theme "Find the Nom Nom in You" encouraging everyone to identify with the vibe that best matched their spirit.

Another major highlight was the introduction of a gold-based prize system. For the first time ever, Insomnia awarded its prize pool on the spot; using custom-made, limited-edition Insomnia GG Coins. Each coin, made with 2 grams of real gold, added a unique sense of prestige, collectability, and value to the tournament experience.

Insomnia Egypt 2025 also continued to expand beyond gaming with a rich lineup of entertainment and attractions for all ages. From board games and escape rooms to live performances by El Waili, Moscow, and Flex, Insomnia Egypt's 6th edition delivered an unforgettable experience grounded in excitement, creativity, and community.

## ABOUT BME

BME is a comprehensive brand experience agency that specialises in creating amazing experiences that connect businesses with their consumers. Our solutions are designed to leverage our industry expertise, consumer insight, and executional excellence, providing end-to-end services to ensure the success of your project.

As experts, leaders, and fans of the gaming segment, we are well-equipped to create engaging experiences for your brand. Whether fully digital or in-person, we pride ourselves on connecting you to your target audience through innovative ideas, campaigns, and platforms that drive growth and engagement. At BME, we strive to deliver exceptional experiences that leave a lasting impression on your customers and create long-term success for your business.



# FACTS & FIGURES



3 DAYS



23,500+  
ATTENDEES



63

PARTICIPATING  
COMPANIES



10+

MEDIA  
PARTNERS



10,000m2

EXHIBITION  
HALL



22+

EXPERIENCES



9

COMMUNITY  
TOURNAMENTS



PRIZE POOL



150 INSOMNIA  
GG COINS

2 GRAMS  
OF REAL GOLD



4

ESPORTS  
TOURNAMENTS



EGYPTIAN WORLD  
COSPLAY SUMMIT  
PRE-QUALIFIERS



# EXPERIENCES



## Main Stage

This year, Insomnia Egypt's main stage was more vibrant than ever! A variety of live music performances, the ultimate cosplay competition, and other exciting shows created a buzzing atmosphere, making the stage the festival's heart of fun. The audience was energized, keeping the spirit alive throughout the event.



## Magic Planet Arcade

Magic Planet brought an extra layer of excitement to Insomnia Egypt with an array of gaming experiences. The arcade featured a wide range of games, from nostalgic retro classics to thrilling physical activity games. This mix of gaming genres attracted enthusiasts of all kinds, offering both a trip down memory lane and a rush of adrenaline.



## Esports Stage

The esports stage at Insomnia Egypt was the ultimate battleground. Elite teams from across the region faced off in electrifying finals, vying for the top spot. The atmosphere was charged with energy as fans cheered on their favorites, turning the competition into an unforgettable spectacle of skill and strategy.





# EXPERIENCES



## VR Experiences

Insomnia Egypt hosted various companies, each offering unique virtual reality experiences. Attendees immersed themselves in a variety of VR worlds, from high-speed action to serene, mystical landscapes. These experiences weren't just about playing games they allowed visitors to live the adventure, adding a whole new level of excitement to the festival.



## Laser Tag by Adrenaline

The Laser Tag arena at Insomnia Egypt was an action-packed highlight. Attendees geared up, strategized, and entered the immersive battlefield, filled with smoke effects and obstacles. Armed with high-tech laser rifles, they competed in thrilling battles, making it the perfect activity for friends, families, or anyone seeking a rush of adrenaline.



## PUBG Mobile Zone

A highlight for battle royale fans, the PUBG Mobile Experience provided an action-filled, interactive zone where players could test their skills in a simulated environment based on the iconic game.



# EXPERIENCES



## Escape Rooms by Placebo

For those looking for a mental challenge, Insomnia Egypt offered exciting escape rooms. Teams of attendees worked together to solve puzzles, decipher clues, and escape themed environments before time ran out. Whether newcomers or seasoned escape room enthusiasts, everyone found the experience to be both thrilling and unforgettable.



## Board Games

Two dedicated board game areas, hosted by Nilco and NewGame, provided a great opportunity for friendly competition. Participants gathered their friends, selected from a wide variety of games, and enjoyed hours of strategic gameplay, socializing, and laughter.



## Entertainment

Insomnia Egypt was brimming with exciting entertainment and diverse gaming experiences at every turn. Redbull kept the energy high with continuous music in their area, while the main stage hosted a dynamic lineup of live shows and performances throughout the event, ensuring there was always something for everyone.





# EXPERIENCES



## Food Court Powered by Trux

The Food Court at Insomnia Egypt was a culinary paradise, offering a carefully curated selection of top-tier food outlets. From local delights to international favorites, the food vendors catered to every taste, allowing attendees to savor delicious meals while soaking in the lively festival atmosphere.



## Live Shows

Insomnia Egypt was packed with exhilarating live shows, including The Ultimate Gamer, Studio Eletnen, and the Redbull Dance Your Style Competition, all complemented by the high-energy cosplay competition. These events brought the festival to life and kept the audience entertained from start to finish.



## Redbull Creators' Lounge

Red Bull's Creators Lounge was a key hub for the gaming community, where over 50 top influencers connected, collaborated, and shared content ideas throughout the event. The area was buzzing with music, providing a lively backdrop to the ongoing conversations and collaborations, adding a unique touch to the event.

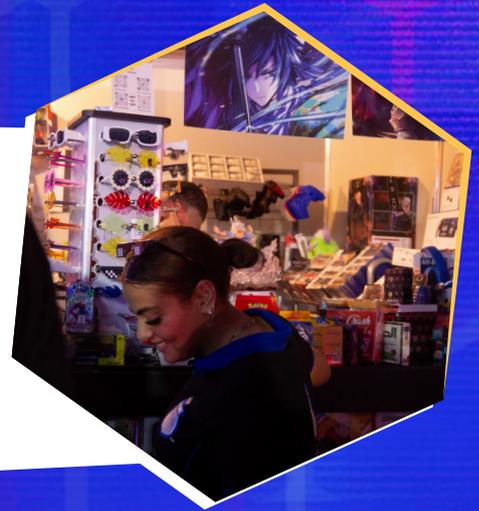


# EXPERIENCES



## Marketplace

The marketplace at Insomnia Egypt was a treasure trove for gamers, featuring a wide array of shops offering everything from collectible figures to gaming t-shirts and accessories. It was a bustling space where fans could pick up the latest trends in gaming fashion and gear, making it a must-visit destination for all festival-goers.



## Indie Zone

The Indie Zone at Insomnia Egypt was a vibrant showcase of innovation, where independent game developers presented their latest projects. From the very beginning, Insomnia Egypt has been committed to supporting indie studios by providing them with a dedicated space to exhibit their games to a wider audience including gamers, publishers, and potential investors. This zone has become a hub for creativity and discovery, offering attendees a glimpse into the future of gaming through fresh and exciting concepts.





# FIND THE NOM NOM IN YOU

This year, Insomnia Egypt made its most playful and community-driven move yet; introducing The Nom Noms, the festival's first-ever official mascots. Long-requested by fans, these five bold and colorful characters were designed to embody the energy, diversity, and spirit of the Insomnia audience.

Each Nom Nom represented a different element of the festival: Esports, Music & Entertainment, Lifestyle, Hardware & Technology, and Cosplay & Casual Gaming. More than just mascots, they became icons of connection, making the experience more fun, more personal, and more memorable for every attendee.

With their own personas, visual identity, interactive moments, the Nom Noms quickly became a central part of the festival's story. The message behind them; "Find the Nom Nom in You" invited everyone to see themselves in one (or more) of the characters, creating a deeper emotional link between Insomnia Egypt and its ever-growing community.

# TURNING WINS INTO GOLD: A NEW ERA

At the 6th edition of Insomnia Egypt, we introduced a game-changing upgrade to the tournament experience: winners walked away with real gold. For the first time ever, prizes were awarded in the form of Insomnia Egypt GG Coins; each made of 2 grams of pure gold. These coins were handed out live on-site, turning every win into an unforgettable, high-impact moment.

This bold shift from traditional cash rewards to tangible gold paid on spot elevated the sense of achievement and brought a premium edge to the competitions. Made possible through our strategic partnership with our Official Gold Partner, BTC, this initiative redefined the value of victory, adding prestige, exclusivity, and long-term meaning to every coin earned.





## GAME ON, STYLE UP: MTG BRINGS POP CULTURE TO LIFE

At the 6th edition of Insomnia Egypt, we pushed the boundaries once again by merging gaming with fashion, showcasing how closely intertwined pop culture and gaming have become. MTG, a standout lifestyle brand in the Middle East, returned with an even bolder presence, bringing fresh fashion concepts that catered to the diverse tastes of our community. Based in Egypt, MTG is known for crafting trendy pop culture gear tailored for the region. With exciting new partnerships with global giants like Marvel and Disney, MTG launched an exclusive line of clothing and accessories featuring some of the world's most iconic characters. This collaboration brought a fresh twist to fashion merging timeless favorites with modern streetwear, giving fans the chance to celebrate their passions while staying effortlessly stylish.



# TOURNAMENTS



Insomnia Egypt 2025 featured over 12 tournaments, offering gaming enthusiasts the chance to compete for valuable gold coins "Insomnia GG Coins". Gamers had the opportunity to showcase their skills across a variety of games, with exciting rewards and recognition up for grabs. The wide array of tournaments catered to all skill levels and preferences, ensuring an engaging and inclusive experience for everyone in attendance.

TOURNAMENT	PRIZE POOL
League of Legends	15 GG Coins
Valorant	15 GG Coins
Marvel Rivals	18 GG Coins
FC25	9 GG Coins
Brawlhalla	9 GG Coins
Fortnite	9 GG Coins
Warzone	9 GG Coins
Apex Legends	9 GG Coins
Rocket League	9 GG Coins
Tekken	9 GG Coins





# INSOMNIA EGYPT COSPLAY COMPETITION

Insomnia Egypt has solidified its place as a premier destination for cosplayers from across the country and beyond a vibrant stage where creativity, craftsmanship, and passion come to life. As pioneers in the Egyptian and regional cosplay scene, we proudly hosted our sixth Cosplay Competition in 2025, continuing our mission to elevate local talent to international standards.

This year, 45 talented cosplayers took the stage, showcasing an incredible range of skills, imagination, and dedication. The competition was judged by an internationally acclaimed panel using a clear, points-based system and established rules to ensure fairness and transparency in selecting the winners.

We also reaffirmed our commitment to the community with a prize pool awarded in 20 iconic Insomnia GG gold coins a symbol of excellence and prestige. Whether Egyptian or international, every cosplayer was welcomed, and once again, Insomnia Egypt proved itself as a true global stage for cosplay excellence.





# EGYPTIAN WORLD COSPLAY SUMMIT (WCS) QUALIFIERS

For the third year in a row, our partnership with the World Cosplay Summit transformed the Insomnia Egypt main stage into the ultimate battleground for the nation's top cosplayers. This prestigious collaboration allowed Egypt's most talented creators to compete for the honor of representing Egypt in the world's most renowned cosplay championship, reinforcing Insomnia Egypt's position as the heart of the local cosplay scene. The Egyptian WCS Qualifications were held on Saturday, 26th April 2025, where a team of two cosplayers was selected to represent Egypt as "Team Egypt" in the WCS championship final taking place in Japan in the summer of 2025.





# WORLD-CLASS COSPLAY JUDGES AT INSOMNIA EGYPT

At Insomnia Egypt, bringing global cosplay talent to Cairo is tradition and this year's Cosplay Competition and WCS Pre-Qualifiers featured one of our most prestigious judging panels to date.

**Cinderys** a professional cosplayer and 3D artist from Paris made her debut appearance in Egypt this year. Known for her stunning builds and ethereal design style, she's collaborated with major studios like Blizzard, EA, Bungie, and Konami. Since 2014, she's shared her craft through books, Twitch streams, and convention appearances, winning global titles such as Fan Favourite at TwitchCon and Grand Prize at BlizzCon. Her presence brought serious creative prestige and international attention to the Insomnia cosplay stage.

**Yuji Koi**, originally from Vietnam and now based in Switzerland, returned to Insomnia Egypt with her signature charisma and performance insight. A professional cosplayer, model, and streamer, she has won major titles including Best Closer of the Year in Vietnam (three consecutive years), 1st Prize at Dubai Comic Con, and served as WCS Vietnam representative and ECG Swiss solo representative. She has worked with top gaming companies including Riot Games, HoYoVerse, Sharkmob, and Tencent, and travels the world judging global cosplay contests and leading performance-focused workshops.

**Jazzichan** and **Hwanni**, twin cosplayers representing WCS UK, brought over 15 years of combined experience to the panel.

They've competed internationally at WCS Japan, EuroCosplay, ECG, and ICL Madrid. Jazzichan, a professional seamstress, specialises in historical techniques, material detailing, foamwork, and resin casting. Hwanni brings expertise in hand-painted textures, colour design, and silhouette work.

Together, they're masters of everything from embroidery and wig-making to armour, sculpting, and millinery. Their Valkyria Chronicles 4 costumes earned them a WCS Brother Award nomination a highlight of their impressive competitive career.

With this exceptional lineup, Insomnia Egypt delivered its most competitive and internationally recognised cosplay competition yet.



# INSOMNIA EGYPT 2025 STARS

Insomnia Egypt has become a central hub for Egypt's top stars, YouTubers, and online creators, attracting some of the biggest names in the scene year after year. This edition was no different, with many influencers actively engaging with the crowd, participating in live content, and building hype by announcing their attendance ahead of the event. Adding to the excitement, our partnership with Red Bull brought even more star power, as they invited their own roster of popular YouTubers and talents to join the festival, making this year's presence of content creators one of the strongest to date.



Karim Ahmed



Abdallah Kenawy



Abdo Mando



Mr Nobell



Ashmawy



BeeDopa



Beshr



Khaled Hossam



Bergo



Morgan



Mohamed Maher



Captain Gomaa



Hossam Antikka



Eslam Shady



Ahmed Hassan



Ahmed Magdy



Hika Siu



Fr3oon



Funny Fufuu



Gamey Freestyle



Moscow



Hemzy



Yehia Rashdan



Luigi



El Waili



Runnonrun



Flex



Ryven



Santos



Shad Al Habl



Hazem Allam



Khayri Tech



Shadowza



Shawerma



Shededoo



Tayel



Vilotesm



WarBeast



Gilane Elzahaby



Xweebmaster

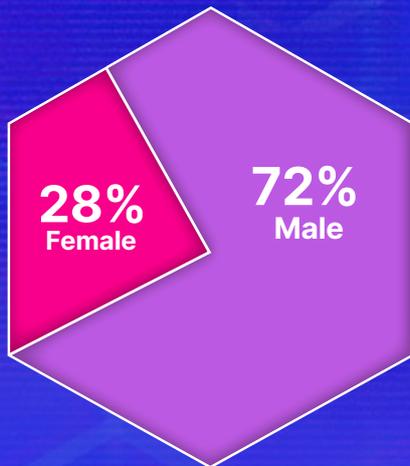


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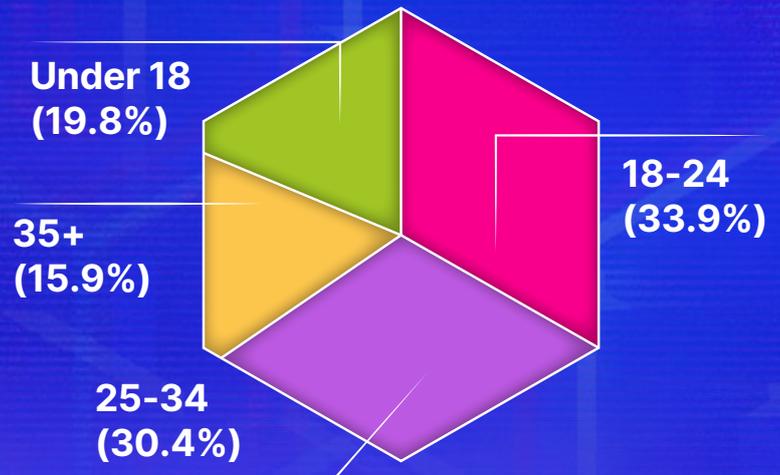


# DEMOGRAPHICS

## Gender



## Age Group



**96%**

Attendee Satisfaction

**95%**

Would Attend the Next Event Edition

**95%**

Said There Was a Great Variety of Games and Activities

**60%**

Bought Games and Products from Vendors and Retailer During The Event



# ATTENDEE TESTIMONIALS



"This year's Insomnia was absolutely amazing! From the games to the community vibe, everything exceeded my expectations. I'm so glad I made the trip, already counting down to the next one!"



"Insomnia 2025 was my first time attending and I couldn't be happier. The event was incredibly well organized, and I got to meet so many awesome people. I'll definitely be back!"



"I went to Insomnia this year and honestly, it was the highlight of my entire 2025 so far. The atmosphere, the tournaments, everything was top-notch. Can't recommend it enough!"



"This year's Insomnia was amazing. Whether you're into casual gaming or hardcore competitions, there's something for everyone. Best event of the year!"



"I had such a great time at Insomnia this year! Everything from the LAN to the cosplay it was amazing. Huge thanks to the team behind it, you made it unforgettable."





# CLIENTS' FEEDBACK

**talabat**

“First of all let me thank and appreciate all your efforts and dedication towards our partnership between talabat & Insomnia and for making it happen for the second year in a row with this amazing results, I'd like to recognize the exceptional efforts, commitment, attention to details, and proactive approach which was obviously clear to maintain our success together for the second year. Our partnership with Insomnia Gaming Festival was a tremendous success, and talabat is proud to have been part of such a dynamic and engaging event. As a sponsor, we had the opportunity to connect with the vibrant gaming community and engage with them via several activations inside talabat booth and showcase our commitment to supporting entertainment and digital culture. We look forward to more exciting collaborations in the future”.

**Ahmed Refaat, Head of Offline & Campaigns, Talabat**



“Thank you for your great experience and for organizing the event”.

**Mohamed Magdy, Trade Marketing Supervisor, Kelloggs Noodles**



“On behalf of the marketing team at DiDi, I'd like to sincerely thank you for the seamless and smooth partnership we've had this year.

At first glance, the event was impressive. The pre-organization process via the exhibitor portal made managing requests simple and efficient. Upon arrival, the venue felt like a perfect fit; spacious, well-arranged booths, and an atmosphere that truly captured the spirit of the gaming community.

That said, for a gaming-focused event, we were hoping to see a broader variety of games, as it felt slightly limited in that regard. Still, the event overall was engaging and enjoyable for gaming enthusiasts.

We truly appreciate the collaboration and look forward to future opportunities together”.

**Mohamed Hussien, Marketing Specialist, DiDi**



# CLIENTS' FEEDBACK

**BANDAI  
NAMCO**

"Insomnia Egypt 2025 was a tremendous success!

I'm proud to have represented Bandai Namco at Egypt's largest gaming event. A heartfelt thank you to the entire BME Insomnia Egypt team for their incredible efforts, with special appreciation to Youssef Homaimy for his outstanding support

A sincere thank you as well to Rashed Mokdad for his continued trust and encouragement.

And of course, thanks to everyone who visited our booth.. whether to experience our games or simply to connect".

**Ahmed Youssry, Egypt Community Manager, Bandai Namco**



"Insomnia Egypt was exceptionally well-executed, with seamless operations and a highly professional organizing team. Kudos to the BME team, their support and attention to details created an environment that truly delivered a standout experience".

**Mostafa Mohamed, Growth Manager, Carry1st**



# PARTICIPATING COMPANIES

Insomnia Egypt 2025 witnessed the participation of numerous leading companies from a wide range of industries. From gaming giants to tech innovators, and entertainment leaders to major players in the food and beverage industry, the event served as a gathering ground for the biggest names in the business world.

- Adrenalin
- APEX
- AI-Arcade
- Bandai Namco
- Big Chips
- BTC
- CBC
- Carry1st
- Circle K
- Corona
- Cutie Tribe
- DiDi
- Di-Tri
- Dream2000
- El-Printer
- Flake Tech
- Free Embers
- Gamers Colony
- GEEX
- Gigabyte/Aorus
- Good France
- Grandmother Defence
- Kellogg's Noodles Egypt
- Light Dude
- Magical Flavors
- Magic Planet
- Mini Katana
- MSI
- Neith Owl
- Placebo
- Pina
- QNB
- Radio Hits
- Red Dragon
- REDBULL
- Right to Dream (FC Masar)
- Raw Chips
- Running Is Half The Courage
- Sigma Computer
- Senet
- Suntop
- talabat
- Twelve Store
- VALU
- Waffarha
- Wisely Insure
- Yalla Super App
- UBR VR
- War EndGame
- 2024Studios
- elle Cosmetics
- A Slash Through Time
- Digitrix
- Orange Red Yellow
- NewGame
- Nilco
- Novy
- One4All
- Oramo





# INSOMNIA EGYPT'S MARKETING SUCCESS

This year's marketing campaign for Insomnia Egypt was a major success, setting a new standard for excellence and engagement. We carefully designed a communication strategy that connected with our audience at every touchpoint before, during, and after the event. Our pre-event efforts created excitement and anticipation, while live updates during the event kept the energy flowing. Post-event, we continued the conversation, maintaining momentum and ensuring our community remained engaged. The result was a seamless story that strengthened our voice in the gaming world, telling the story of Insomnia Egypt in a captivating way.

Our Marketing activities included:

- We showcased Insomnia Egypt across various platforms, including top TV shows on CBC, and ran commercials on CBC to generate excitement. This multi-channel approach helped us reach a broad audience and build buzz around the event.
- Our media partners played a crucial role in broadcasting the excitement of Insomnia Egypt. Through TV segments, radio broadcasts, online articles, social media engagement, and live reporting, we reached a diverse audience. Esteemed partners like CBC, Radio Hits 88.2, Cairo 360, Lovin Cairo, Games Mix, Screen Mix, Cairo Gossip, and the Bas Studio helped amplify our presence and spread the event's highlights far and wide.
- In collaboration with Redbull, we elevated Insomnia Egypt's visibility with an engaging sohour gathering, online campaigns, activations, and exciting giveaways. This partnership helped us connect with fans and create a buzz around the event.
- Vodafone, one of Egypt's telecom giants, played a pivotal role in promoting Insomnia Egypt 2025. Their extensive social media outreach and offline marketing efforts, including outdoor ads, significantly boosted public awareness of the event.
- Our partnership with CircleK was a game-changer, providing Insomnia Egypt with exceptional exposure. Their in-store branding, flyers, and ads on radio and TV across their 135 locations helped bring our event to the forefront.
- To further raise awareness, we launched cross-promotional campaigns with partners like Valu, Talabat, Vodafone, PUBG Mobile, and more, expanding our reach and increasing visibility.
- Influencers, YouTubers, and TikTokers ran online campaigns and shared special discount codes to engage their followers, spreading the word about Insomnia Egypt 2025.
- Our team executed a full-scale social media campaign, leveraging paid promotions and organic outreach to create a buzz on Facebook, Instagram, and TikTok.

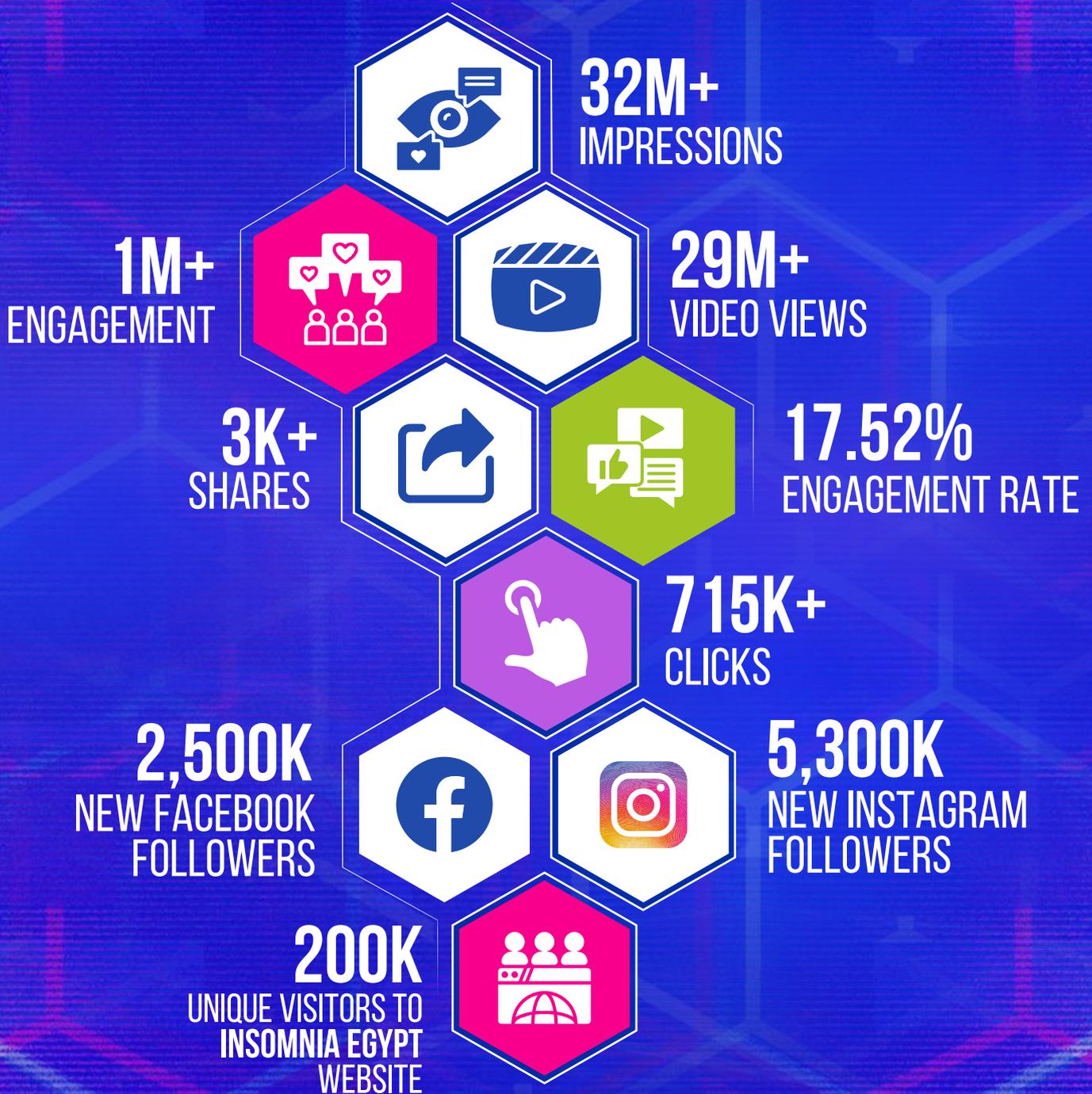
Through these efforts, we successfully generated excitement, increased awareness, and solidified Insomnia Egypt as the biggest gaming event in Egypt.



# SOCIAL MEDIA INSIGHTS



We leveraged multiple platforms, including Facebook, Instagram, and LinkedIn, to promote Insomnia Egypt 2025 and maximize exposure for our 6th edition. Our aim was to connect with a broad audience and ensure the event gained widespread visibility and engagement across a variety of social media channels.





# MEDIA PARTNERS



For the 6th edition of Insomnia Egypt, we collaborated with several media partners to effectively reach our audience and maximize the event's exposure. Their support was crucial in ensuring that Insomnia Egypt 2025 received widespread attention and engagement.





# INSOMNIA EGYPT

THE ULTIMATE ENTERTAINMENT



**THANK YOU  
FOR JOINING US**

STAY TUNED FOR THE NEXT EDITION!