**Naming usage**

“Insomnia the Gaming Festival” to lead

“#i72” as a supplementary tag

“Insomnia72” as an alternative

“It’s Never Just A Game” tagline

**Relevant Hashtags**

#i72

#ItsNeverJustaGame

#25yearsofgaming

#UKsBiggestLANParty

**Do not use**

#Insomnia72 - only use the shorter #i72

Insomnia 72 - No space between “Insomnia” and “72”

Player 1 Events - No space between “Player” and “1”

**Short Copy**

Get ready for the ultimate gaming experience! Insomnia is the festival you don’t want to miss! Immerse yourself in a world of non-stop gaming, with everything from the latest video games to retro classics. Meet fellow gamers, attend panels and meet-and-greets with your favourite creators, and compete in tournaments for prizes.

With a huge selection of games to choose from, you’ll never run out of things to do. Try your hand at VR games, test your skills in esports competitions, or get lost in the world of tabletop games.

Plus there will be live performances, cosplay competitions, and the latest gaming gear in our marketplace.

Don’t miss out on the ultimate gaming event of the year.

**Insomnia Gaming Festival PR Boilerplate**

Founded in 1999, the Insomnia Gaming Festival originated as the i-Series; a small LAN (Local Area Network) event where gamers could come together and play together as part of one community. Today, our focus on bringing the community together is just as strong, as we welcome 60,000 visitors to Insomnia yearly and our LAN parties have grown to the biggest in the UK, seeing 2,800 gamers in one space for a weekend of non-stop, 24-hour gaming.

Expanding from the LAN, Insomnia is a diverse show for gamers of all backgrounds, identities and ethnicities to come together and celebrate everything that we love about video games and popular culture. From brand new and upcoming releases, Cosplay, Indie games, Tabletop games, gaming content creators, gaming merch and much more, Insomnia Gaming Festival isn't just a gaming expo, it’s a celebration of all things gaming.

Find out more at insomniagamingfestival.com

**About Player1 Events**

After 21 years of delivering events under the Multiplay name, in 2018, the company rebranded and became Player1 Events to closer align the brand with the community of gamers it is dedicated to. With a new name and a new look, Player1 Events expanded the business to include Internationally licensed events, white-label esports events, equipment rentals and contracted gaming experiential marketing events as well as continuing to deliver their flagship community event; Insomnia the Gaming Festival.

For more information, visit www.player1events.com