

GCX Launches Global Gaming Business Initiative Connecting Industry Brands Directly with Creators

Gaming Community Expo hosts its first creator networking opportunity program in partnership with MeetToMatch, a curated B2B meeting platform.

ORLANDO, FL, UNITED STATES, June 18, 2026 /EINPresswire.com/ -- Gaming Community Expo (GCX) today announced a series of business programming initiatives that position the event as a must-attend destination on the global gaming industry calendar. Taking place July 24-25, GCX 2026 will host an exclusive industry mixer, a dedicated VIP industry lounge, and a networking system using MeetToMatch - the premier B2B meeting platform trusted by gaming events worldwide. All Industry badge holders can also request access to the GCX After Party, featuring "reserved select areas within Universal Studios Florida - all night long unlimited



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GCX has been a hidden gem of an event, bringing the world's biggest creators together for over a decade. Now we're opening this up for business opportunities...for everyone”

Guy Blomberg, Head of Business Development, GCX

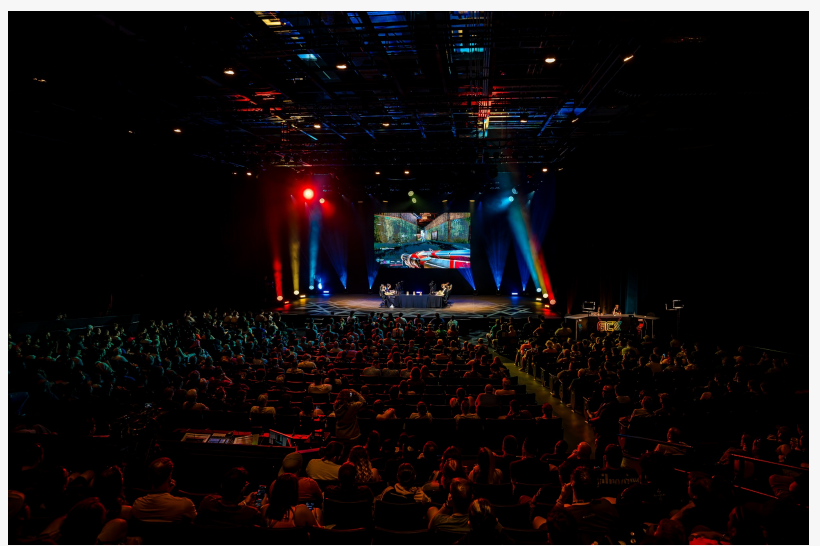
access to select attractions, entertainment, and experiences.”

GCX Industry Networking powered by MeetToMatch will give vetted content creators and streamers the opportunity to sit across the table from the advertisers, gaming brands, publishers, and agencies looking to work with them, in structured one-on-one meetings curated for relevance and mutual benefit. Rather than the informal, luck-dependent brand encounters that typically define convention networking, GCX's partnership with MeetToMatch brings a professional-grade deal-making infrastructure to the creator economy for the first time in a

convention setting.

The full suite of business programming at GCX 2026 includes:

- Games Industry Social Mixer: An exclusive pre-event gathering bringing together high-profile publishers, developers, gaming brands, top-tier creators, and streamers ahead of the main event weekend.
- GCX Industry VIP Lounge: A dedicated space throughout the event weekend for industry professionals to connect, meet, and do business in a relaxed, resort environment unlike any other convention setting in the world.
- GCX MeetToMatch Creators: Structured one-on-one meetings between vetted creators and industry partners - advertisers, brands, publishers, agents, and agencies — curated and scheduled through MeetToMatch's proven B2B meeting platform.



GCX Main Stage



GCX is partnering with three of the gaming industry's most respected professional organizations to amplify the business opportunities on offer: the IGDA (International Game Developers Association), the IGB (Indie Game Business®), and the GIG (Games Industry Gathering). Together, these partnerships ensure that the right people across development, publishing, and the creator economy know that GCX is where meaningful connections happen in July 2026.

Blomberg's decision to join GCX was driven by something he hadn't felt in a while: genuine excitement. In his own words, written publicly upon announcing his involvement:

"GCX has been a hidden gem of an event, bringing the world's biggest creators together for over a decade. Now we're opening this up for business opportunities, which makes this such a unique and valuable event for everyone in the games industry to attend. Plus we all get to party together inside a theme park, what's not to love?"

— Guy 'Yug' Blomberg, Head of Business Development, GCX

Approved industry professionals and creators will receive exclusive invitations and access to all three programming tracks. Space is limited and applications are reviewed on a rolling basis.

Industry Badge Registration: gcxevent.com/industryapp2026

Creator Pass Registration: gcxevent.com/creatorpass26

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