

MAGWest 2025 Indie Games Expo FAQ



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Before reading this, you should read the MAGWest general FAQ: <http://www.magwest.org/faq>

TL;DR:

- Location = the [DoubleTree by Hilton](#) in San Jose, CA
 - <https://maps.app.goo.gl/Ad41cmi4jccccqGC4A>
- Days = **August 8-10, 2025**
- Last Day To Submit:
 - Soft Deadline = **11:59 pm Pacific Time on Sunday, May 18, 2025**
 - Hard Deadline = **11:59 pm Pacific Time on May 31, 2025**
- Last Day To Hear Back From Us If Your Game Has Been Accepted = **June 15, 2025**
- Contact Info For Questions = indies@magwest.org

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What is the Indie Games Expo?

The Indie Games Expo is a section of MAGWest dedicated to indie video games of all forms, including arcade machines and other physical game installations created by Independent / Emerging Game Devs. These may be games with standard releases or special one-of-a-kind experiences that can only exist on particular hardware.

Who runs the Indie Games Expo?

[About the Indie Games Expo @ MAGWest](#)

We are a group of indie game developers from the SF Bay Area, who love videogames and want to support indie game developers, that's why we volunteer unpaid for this event. As indie game developers ourselves, we know how hard it is, that's why we want to do what we can to help other fellow-indie game developers in our own small way. Aside from that, we are members of the [Bay Area Developers \(B.A.D.\) Collective](#).

The Indie Games Expo (AKA Indie Arcade) is between direct leadership and falls under Gaming Division and event leadership. We are looking for assistance in future years, and you should contact us at contact@magwest.org if you're interested in helping out!

How do I submit my game?

You fill out this form here:

<https://docs.google.com/forms/d/e/1FAIpQLSdy14yCtV-ciexXK1SLQK-JKeonHO1decbsR6IAyCzMeVzMQ/viewform>

What is the deadline to submit my game?

We prefer submissions to be in by **11:59 pm Pacific Time on Sunday, May 18** (the soft deadline).

All submissions should be in by **11:59 pm Pacific Time on May 31** (the hard deadline)

When do I know if my application has been accepted?

You will know no later than **June 15, 2025** whether your game has been accepted.

What does "soft deadline" and "hard deadline" mean?

Any games submitted before the **soft deadline of 11:59 pm Pacific Time on Sunday, May 18** will be given priority. After the soft deadline, the form will stay open for rolling admissions at

least until the hard deadline. **Anything submitted after the hard deadline is not guaranteed to be seen and evaluated.** We will close the form and no longer accept submissions after acceptance emails have been sent out.

The **hard deadline is 11:59 pm Pacific Time on May 31**. We need to do it this way, for the following reasons:

- so that we can respect the time and effort of the people who are evaluating the games (since we are all unpaid volunteers who do this out of love for indie games & support for indie game developers, and do this part-time outside of our jobs and lives).
- to respect the time and effort of the people who are putting the information on MAGWest's website, social media, program, etc., and the people who negotiate with the venue, and our tech-ops team, and our layouts team, and all of the other MAGWest internal teams who support us and who we collaborate with.
- and so that we can announce whether or not an entry has been accepted in a timely manner. (so that people who need to book a hotel are able to do it before the timing is too tight and before lodging/hotel rooms get crowded/sold out/prices get raised further.)

How are the participating games decided?

Once all submissions are received, we will review the submissions & decide based on what collection of games will make for the most enjoyable & memorable Indie Arcade experience. We are ultimately curating an arcade space & this overall experience is more important to us than any individual game.

There are a lot of factors we consider beyond just how fun a given game is, such as space requirements, genre distribution, equipment costs, etc.

[What to do to increase your chances of getting accepted to MAGWest Indie Games Expo](#)

What kind of game can be shown in the Indie Games Expo?

Mobile/tablet, PC, & Console games are ALWAYS welcome! Arcade cabinets are ALWAYS welcome! AR/VR/XR/Mixed Reality games are ALWAYS welcome! [Alt-Ctrl games](#) are ALWAYS welcome! The minimal requirement is that your game is in a **playable demo** (ALPHA or BETA) status.

If your game includes some kind of physical installation (arcade cabinet, big custom controller, some other unique thing we've never heard of) then that's awesome too!

There are no restrictions on genre either! But, it must be **your own game** (no MAME cabinets, please)!

Although there are no specific restrictions on content, anything deemed hateful or derogatory towards a vulnerable group will be rejected outright.

What are the hours for the Indie Games Expo?

Like all of MAGWest, the Indie Arcade will be open to the public for the full time that MAGWest operates. Although it is never officially closed, devs are free to turn their games off at night or even remove them from the show floor at night.

We ask that participating devs make sure their games are up and running during the following times at a minimum (hours subject to slight change!):

- Friday, August 8 = 12:00 noon - 8:00 pm
- Saturday, August 9 = 10:00 am - 8:00 pm
- Sunday, August 10 = 10:00 am - 3:00 pm

Please think about if your game will be able to run for this long or what you might need to do to test this. If you anticipate needing exceptions to the hours above, please note your requirements when you submit your game.

Do I need to be able to attend in order to submit my game?

Yes, please! Someone from your team must be on-site all weekend, including ensuring your game is set up by 12:00 noon on August 8. (You may go in the day earlier (August 7), to expedite setup if you wish.) We will be managing our own machines and operations area and will not be able to set up and monitor your machine.

MAGWest may be a pretty intense stress-test for most custom machines and we can almost guarantee that your game will have something go wrong at some point. That's totally fine, but we'll need you to be there to fix it.

Additionally, please prepare brief instructions on how to reset the game so that a volunteer staffer can try to troubleshoot it if we are assisting & notice that it is down.

This is not a substitute for you being there in-person.

What do I need to bring with me?

Everything you can to ensure your game works during MAGWest! We will not be able to provide any equipment. This includes things like monitors and speakers. We will be able to provide table space and a power drop. Whatever you need beyond that will be your responsibility. We do it

this way, because of the wide variety of indie games that have been submitted over the years, that we cannot account for what hardware will be used (including arcade cabinets, AR/VR/XR/Mixed Reality games, mobile/tablet, PC, & Console games, and [Alt-Ctrl games](#).)

We highly recommend you bring some extra extension cords/surge protectors and that you label all of your equipment before your arrival.

Preparation is key to a successful showcase of your respective game(s)!

Will there be WiFi at the venue?

Unfortunately, no. The WiFi connection at the venue is spotty and unreliable (especially if a lot of people are there at the same time with all their devices, like phones, etc.). It is highly advisable to download and install all of the necessary software and updates that you need beforehand in advance.

Will there be a safe space to store things?

Wherever you are staying is ultimately the best place to store things that you do not feel comfortable leaving out. Unfortunately, we will not have any locked areas & cannot take responsibility for any of your supplies or equipment.

Some devs feel comfortable simply leaving their installation up for the entire run of the conference. But, if you do not want to leave anything unattended, you will need to plan ahead of time to ensure your items are protected during MAGWest.

My arcade machine is my baby! Will it be safe?

In our experience, the folks who come to MAGWest are respectful. You will get enthusiastic players for a full weekend, so your machine will get more wear and tear than it will in your basement, but we have had a good track record.

That said, MAGWest is an event with a lot of people. There is a certain amount of risk that you'll have to feel comfortable shouldering. If you are concerned, the safest bet is to stay close to your machine for the whole weekend and to close it down at night. We are not responsible for any damage that occurs.

Will my team and I get passes for MAGWest? If so, how many?

We can offer two (2) complimentary badges per team. Each team will have the option to purchase more badges for a discounted price.

I really want to show my game but I can't afford to get it to MAGWest. Help!

If it is possible for you to bring your game without assistance, that will help your odds, but we don't want to shut the door on devs with an amazing game but less funds.

We don't currently have financial resources to help you attend MAGWest (other than comping badges for you and your team) but there may be other ways we can help. Please note your requirements when you submit your game.

Can I sell merch?

Yes. If you are selling merchandise on premises, please follow these rules to avoid penalties.

Please let us know on the form and we will contact you closer to the event to obtain proof of your California sales tax permit. You are responsible for securing your own sales tax permit; MAGWest will not be able to assist you and will not allow you to sell merchandise until you have provided one.

Please visit these for more information:

- <https://blog.taxjar.com/festival-sales-tax/>
- <https://www.cdtfa.ca.gov/industry/temporary-sellers.htm>

Please upload a copy of the CA Seller's Permit Submission Form to: chairs@magwest.org
Make sure to give them your Vendor Name/Alias (the name that you are doing business under), and which department of MAGWest you have applied for (in this case, Indie Games Expo).

If you have any questions or need more details on how to fill out the California Seller's Permit for MAGWest, please contact chairs@magwest.org.

I have other questions!

Cool! Please email indies@magwest.org! If you have other requests, please email us there too!