October 23–25, 2026
International Video Game Culture Exhibition
"GameOn 2026"
Lithuanian Exhibition and Congress Centre LITEXPO
5 Laisvės av., Vilnius
www.gameon.lt/go/ | Email: cosplay@gameon.lt

COSPLAY CONTEST

The GameOn Cosplay Contest will take place on October 25, 2026. The contest is open to all individuals who meet the requirements listed below and have correctly completed the registration.

To participate in the GameOn Cosplay Contest, you need to fill out the registration form, which you can find at https://www.gameon.lt/go/for-participants/call-for-cosplayers/. After completing the registration, you will receive a confirmation email.
A correctly filled out form does not guarantee participation in the Cosplay Contest. Participation will be confirmed by a separate email sent after registration.

Individuals aged 11 and older may participate in the Cosplay Contest. Younger individuals will not be accepted into the contest. Participants aged 14–16 must send, by email, a written consent from a parent or guardian allowing them to participate in the contest independently. Participants younger than 14 must be accompanied at all times during the contest by an adult (e.g., one of the parents, a family member, a guardian, or a person authorized by them in writing).

By registering for the GameOn Cosplay Contest, the participant confirms that they have provided accurate information and agrees that their personal data will be stored for the purposes of organizing GameOn. Data is processed from the day of its collection until the consent is withdrawn, but for no longer than 5 years.

Each participant may register one assistant alongside themselves, who will receive a discount on an event ticket.

DESCRIPTION

This is a podium-format contest.

The contest focuses on creative craftsmanship and the technical execution of the costume. Participants cross the podium, stopping at three dedicated spots on stage, and present their costume to the audience.

All contest categories are solo categories. Only one person is judged and appears on stage at a time. During prejudging, participants have 3 minutes to present their costume to the panel of judges.

Each participant is given up to 45 seconds for the podium. During this time, the participant walks onto the stage and stops at three marked spots, striking poses. Meanwhile, the host reads the description written by the participant about the making of their costume, the challenges involved, and the character.

To participate in the GameOn Cosplay Contest, you must specify in the registration form which category you will compete in.

Categories:

- **Video Games**: characters for this category may be chosen from any computer, mobile, or console games.
- **General Fandoms**: characters for this category may be chosen from popular culture (e.g., animation, books, films, TV series, anime, manga, comics, board games, etc.).
- **Original Character**: this category includes characters created by the participant or other individuals, or an official character that exists in popular culture but has been heavily reinterpreted, with a large part of the design changed (e.g., fan art, TTRPG characters, crossovers, gijinka, etc.).

If you are unsure about the category for your chosen character, please contact us by email: cosplay@gameon.lt

The organizers reserve the right to adjust the selected category based on the source specified by the participant. If the organizers determine that the character's source corresponds to a different category than the one chosen, the participant will be informed by email.

Grand Prix – all participants of the GameOn Cosplay Contest are automatically included in this category. A single winner will be chosen by the judges' verdict.

GAMEON COSPLAY CONTEST PRIZES

The organisers are providing cash-equivalent prizes in the form of gift vouchers from Cosplayshop.be. The first-place winners in each of the three categories will receive €100 vouchers, while second- and third-place winners will receive €50 vouchers. The total prize pool is €600.

GAMEON COSPLAY CONTEST EVALUATION CRITERIA

Evaluation

Costume – 90%, podium – 10% of the overall score.

The costume will be judged based on the following aspects:

- Accuracy – details, proportions, choice of materials, colors, and textures;
- Structure – variety of techniques used, complexity, and technical execution.
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NOTE: submitting a printed buildbook documenting your work progress for prejudging is not mandatory. However, a submitted buildbook will help the judges to make evaluation more effectively and make their work easier. If you submit a buildbook, you must indicate the participant's details, the character, and any other information needed to identify that the printout is indeed yours.

The podium will be judged based on the following aspects:

- Stage presence and charisma.
- Convincingness and creativity in portraying the character.
- How the costume is worn.

The podium evaluation partially overlaps with the costume evaluation. Entering the stage and presenting yourself reveals the participant's understanding of their costume's design, the construction choices made and their adaptation for movement, and how the costume reflects the character.
Evaluating contest participants is at the judges' discretion. All aspects of the evaluation criteria carry equal weight in the final score.

ATTENTION! Appearing in store-bought costumes is not allowed in the contest. All participants' costumes must be at least 70% handmade by themselves and/or heavily modified clothing (this rule does not apply to tights, stockings, shorts, etc.).
If the contest judges determine that a costume is entirely store-bought, the organizers will be informed and reserve the right to remove the participant from the contest.

REGISTRATION

Registration for the Cosplay Contest is open until **October 10, 2026, 23:59**. Anyone wishing to participate in the GameOn Cosplay Contest must fully complete the registration form, which you can find at: https://www.gameon.lt/go/for-participants/call-for-cosplayers/.

IMPORTANT: each individual may participate in the contest with only one costume – registering with two application forms is not allowed.

A correctly filled out form does not guarantee participation in the contest. Participation will be confirmed by the GameOn Cosplay team through a separate email.

In the registration form, it is mandatory to provide your real first and last name, date of birth, a working phone number (international format: +370 xxx xxxxx, +371 xxx xxxxx, etc.), and an email address that you check often.

Participants for the GameOn Cosplay Contest are selected by the GameOn Cosplay team. Participants will be informed about their acceptance into the contest by email.

The Cosplay Contest organizers reserve the full right to change or otherwise amend the contest rules at any time.

CHANGES TO REGISTRATION INFORMATION

If you need to change the information provided in your registration, or any attached files, this can be done no later than **October 15, 2026, 23:59**. After this date, no changes to the data will be allowed.

REGISTRATION: PHOTOS

During registration, it is mandatory to attach an image of the character you will be portraying, which will be shown on screen during your performance. The image must be at least 1920 x 1080. The photo must be of high quality, meaning it cannot be pixelated, stretched, or otherwise distorted. Accepted image formats are JPG or PNG.

When registering for one of the categories, only the character you will be embodying should be visible in the image.

When registering, you must submit 3 photos showing the progress of your costume's creation (e.g., costume sketches, cut fabric pieces, parts being sewn, accessory-making moments, a half-finished costume, etc.). These photos should also demonstrate that you are making the costume yourself. The costume does not need to be fully completed at the time of registration – the main goal is for the submitted photos to show that the costume is being handmade and that the crafting process is underway.

When registering for the contest, you may add up to three additional images showing more detailed views of the character's details, so that the contest judges can more accurately evaluate your costume. Additional photos for the judges can also be certain costume-detail collages – the more clearly the costume is shown, the better the judges can evaluate it.

The participant must ensure that their photo(s) are of high quality and meet the Cosplay Contest criteria. In the event of submitting low-quality photo(s), the organizers reserve the right to not approve the participant's registration, notifying them by email.

Using AI tools to create, process, or otherwise alter character reference images, or photos of the costume or its production process, is strictly prohibited. If the organizers determine that AI tools were used to generate the photo(s), they reserve the right to not approve the participant's registration, notifying them by email.
The use of AI-generated photos in a submitted buildbook will be taken into account and might reflect on evaluation negatively.

REGISTRATION: PHOTO FILE NAMES

In the Cosplay Contest registration form, all photos must have the appropriate names:

- **Screen photo:** nickname_screen;
- **Progress photos:** nickname_picture_wip_1; nickname_picture_wip_2, etc.;
- **Photos for judges:** nickname_picture_ref_1; nickname_picture_ref_2, etc.

Upon receiving incorrectly named performance files, the organizers reserve the right to not approve the participant's registration, notifying them by email.

REGISTRATION: TEXT

The text read by the event host during the podium must be written in English. It should be no longer than 170 words, so that together with the participant's presentation it fits within the time allotted for crossing the stage, i.e., 45 seconds.

The text should describe the character, the context of the media they are from, the choice of costume, or other aspects important to the participant regarding their choice. This text can be entirely about the creative process. Example:
"Veronica as Aloy from Horizon: Forbidden West.
Leather, wood, cord, whatever the machines and the land left behind. That's the idea Veronica built this costume around. The whole outfit is made primarily of leather, hand-cut into thin strips for the embroidery details, with matching necklaces and straps woven the same way. Some sections use braided weaves, others twisted cords, just like Aloy would've pieced it together herself. All the beads are hand-shaped from wood, no two exactly alike. The armor and props are EVA foam with Worbla for structure, and most pieces are fully lined for a clean fit. Even the wig tells a story. Sewn from two wigs combined, with blonde highlights, and hand-secured strand by strand for a natural finish."

The contest organizers reserve the right to edit the submitted text, informing the participant about it.

REGISTRATION: GENERAL INFORMATION

You may participate in the contest with a costume that has been used at other events/contests. However, costumes that have already been presented at previous GameOn events cannot participate in the Cosplay Contest.

By submitting the GameOn Cosplay Contest registration form, you confirm that you have provided accurate information and agree that your personal data will be stored for the purposes of organizing GameOn.

Minors registering must attach a signed consent from parents or guardians stating that their data will be stored for the purposes of organizing GameOn.

By participating in the GameOn Cosplay Contest, you agree that your image captured during the event will be stored and used for the purposes of organizing the GameOn event.

If you have any questions about the registration form, the contest, the rules, or anything else related to GameOn cosplay – ask us. We look forward to your emails at cosplay@gameon.lt.

ATTENTION: the Cosplay Contest judges are from foreign countries, so the language of communication will be English. If you are not fluent in English or have any difficulties speaking it, we recommend preparing a text in advance about the making of your costume (production techniques, fabrics, etc.) for prejudging and reading it to the judges.
ATTENTION: the main language of the GameOn Cosplay Contest will be English. We ask all contest participants to indicate the exact pronunciation of their name or nickname in the registration form, in order to improve the overall experience for the hosts and all spectators.

Cosplay Contest participants are fully responsible for managing their own time, and understand and agree that if they are late and/or fail to appear on time for costume judging / the Cosplay Contest, the organizers reserve the right to not provide them with an additional opportunity to perform in the costume judging / Cosplay Contest.

TECHNICAL PODIUM REQUIREMENTS

During the podium, there will be no possibility to use microphones, musical instruments, or other instruments.

The use of pyrotechnics on stage is strictly prohibited. Failure to follow this rule guarantees the participant's disqualification from the contest and removal from the event.

It is prohibited to use confetti, small decorations, or other items released into the air or scattered on/off the stage. On stage during the podium, it is also prohibited to use any liquids, glitter, powders, or other substances that could damage the stage surface or be difficult to remove from it. It is also prohibited to use substances harmful to the environment or to people on stage. Failure to follow this rule guarantees disqualification from the contest and removal from the event. The participant will also be responsible for compensating for any damage caused.

ASSISTANTS

If a cosplayer needs help getting into their costume(s) or preparing their overall character look, they may bring 1 (one) assistant with them. A larger number of assistants is not allowed.

If an assistant is needed, please indicate the assistant's first name, last name, and email address in the registration form. If the assistant is not registered, they will not be allowed into the Cosplay changing room and will be asked to leave the event grounds before the event opens.

The assistant will be given a 30% discount code for a SUNDAY ticket to the event.

If the assistant causes inconvenience and/or interferes with participants and/or staff in the changing room/backstage area, they will be asked to leave the premises.

SECURITY

Please note that all props (items, accessories, etc. used on stage) must be safe for those around you. All weapon replicas must be made of safe materials (plastic, soft wood, EVA foam, or similar). Metal blades will not be allowed into the event (even blunt ones). Firearm replicas must not have the ability to actually fire. The barrels of firearm replicas must be marked with a bright band. **Airsoft guns are PROHIBITED**. All of your props may be checked at the security checkpoint at the entrance to the event, or at any other time during the event, and any sharp blades (all blades narrower than 3mm), swords, knives, axes, and other piercing or cutting objects will be confiscated until the end of the event.

If you notice individuals clearly not following the event rules, or otherwise violating the rights and privacy of participants and guests of the event, please contact volunteers and security immediately. If you suspect or witness inappropriate behavior -help and film the incident. Pass the information on to the responsible persons. Video footage of a captured problematic incident provides clarity that allows situations to be resolved more effectively. Do not be indifferent. Respectful and safe behavior at the event is the responsibility of all its guests.

TICKET PRICE FOR COSPLAY CONTEST PARTICIPANTS

Each GameOn Cosplay Contest participant receives a WEEKEND ticket, upon confirmation by the organizers.

PROPS

Cosplay Contest participants must ensure the quality of their props, meaning that a prop cannot easily break, snap, etc. The organizers and other event staff are not responsible for lost, damaged, or otherwise compromised props at any time during the event.

GENERAL CONDUCT DURING THE EVENT

When communicating before the event and during the event itself, participants must ensure respectful communication with the event organizers, volunteers, and other participants. We ask for understanding and patience for successful mutual cooperation.

During the event, participants must responsibly use the items provided by the organizers and ensure their safety. Participants must also respect and carefully handle the personal belongings of other participants, ensuring their safety. Participants must compensate for any damage or harm caused.

The organizers reserve the right to remove from the event any participant who does not follow any of the rules listed above.

CONTACTS

If you have any questions related to the GameOn Cosplay Contest, please contact us by email: cosplay@gameon.lt