

**GLITCHED** 

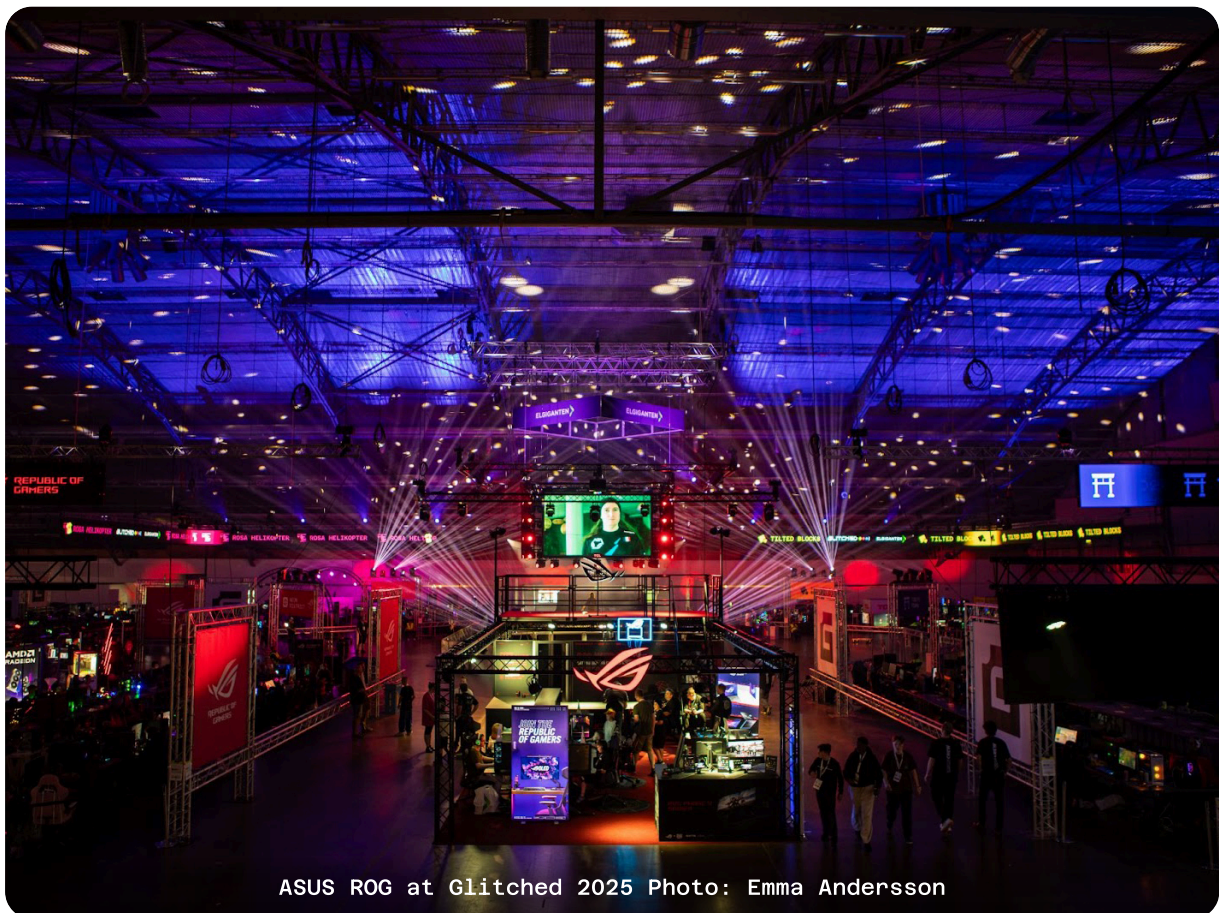
**ELGIGANTEN** 

**PRESS RELEASE**

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# **World-class gaming performance – ASUS ROG celebrates its 20th anniversary and continues as main partner for Glitched**



ASUS ROG at Glitched 2025 Photo: Emma Andersson

ASUS ROG will continue as the main partner for Glitched 2026 and will once again form a central part of the experience in Hall D, surrounded by six of Glitched's eight different LAN districts. Following last year's event, where the LAN hall established itself as one of the festival's most popular and vibrant areas, the partnership continues with the aim of further developing the experience in 2026.

**In Hall D, visitors and LAN participants meet in an environment created for gaming, technology, and community. At the heart of the area, you'll find ASUS ROG, showcasing the latest in gaming. ROG's range extends from components like motherboards and graphics cards to monitors, gaming accessories, and laptops. Here, visitors can simply test the latest hardware, designed to maximise the immersion in the newest games. ASUS ROG also has a strong presence in the LAN district, Neon District, where the brand continues to be an integral part of the experience.**

Glitched is taking place from 12 to 15 June at Elmia in Jönköping and has quickly established itself as one of the Nordic region's most dynamic gaming festivals. The event brings together LAN gaming, professional esports tournaments, stage performances, an expo and community activities all under one roof.

*- "We are absolutely delighted that ASUS ROG is returning as our main partner, given that their activities and involvement in the D-Hall were so well received by visitors in 2025. ASUS ROG played a key role in making Glitched 2025 such a success, and we're now gearing up to make 2026 even better!",* says Martin Öjes, founder of Glitched."

## **20th anniversary**

2026 marks a major anniversary for ASUS ROG as they celebrate 20 years since the launch of their first motherboard under the Republic of Gamers brand. At Glitched, the celebrations will really get underway! Visitors will be able to chat about tech with the staff at the stand, take part in competitions and win prizes, experience esports up close with ROG Journey, get their hands on exclusive merchandise, and see the very latest product launches from ASUS ROG.

*- "We're really excited to be celebrating our 20th anniversary with all our visitors at Glitched! We've got loads of exciting competitions and activities planned, where visitors will have the chance to win the latest in PC hardware. We'll also be selling exclusive merchandise and showcasing our very latest products. You won't want to miss this!",* says Sandra Österlund, Event and Esport Manager at ASUS Nordic.

## **Technology meets community**

During Glitched 2026, ASUS ROG will be bringing the action to life with open demo areas, competitive events, product demonstrations and interactive activities. Visitors will have the opportunity to test the latest gear in real-world scenarios and see how the hardware performs under actual conditions.

**Of course, we'll be bringing the absolute best and latest in hardware, giving all gamers the chance to try it out. If you want to talk gaming and tech, and get tips for your next upgrade, you're more than welcome to visit our stand to chat with our nerdy and knowledgeable staff from ROG.**

Details regarding activities and product launches will be presented closer to the festival.

## LINKS

<https://glitched.se>

<https://www.asus.com/se/>

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## ABOUT GLITCHED

Glitched is one of the Nordic region's fastest-growing festivals for gaming, esports and digital culture, and Sweden's largest LAN. The event draws tens of thousands of visitors for a weekend packed with LAN, esports, expo, cosplay, activities and entertainment.

Glitched 2026 takes place 12-15 June at Elmia in Jönköping.

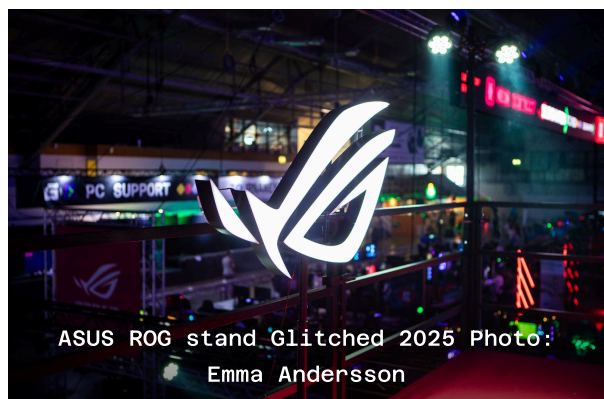
## ABOUT ASUS ROG

Republic of Gamers (ROG) is ASUS's dedicated gaming brand, founded with the ambition to create world-leading hardware for gaming enthusiasts and professional players. With a focus on performance, innovation, and design, ROG develops products that push the boundaries of what is possible within gaming. The range includes monitors, laptops, graphics cards, motherboards, and gaming accessories, developed to deliver maximum performance in both competitive contexts and demanding gaming environments.

## MORE PICTURES



ASUS ROG stand Glitched 2025 Photo:  
Gabriel Kulig



ASUS ROG stand Glitched 2025 Photo:  
Emma Andersson