E3.

E3 is the shortened name of the Electronic Entertainment Expo. Which is an Event where Publishers, Game creators and Video games enthusiasts get together to showcase the new game’s that are in development and give out Demonstration version to attendee’s of the convention. When it comes to Video game conventions/ Expo’s E3 takes the cake as being the biggest and most popular as nearly all Triple A releases are showcased or announced first at E3.

E3 got it’s start twenty one years ago in 1995 and has grown in popularity ever since then. At the time of writing this in 2017 the next convention is set to be held in Los Angeles, California, United States on Tuesday June 13th and ending on Friday June 16th, a day longer than last years event which started on the 14th and ended on the 16th. Last year the attendance rate reached over fifty thousand attendee’s and this year it is expected to reach even greater numbers.