























The background of the slide is a close-up photograph of numerous circular pins. Many of the pins feature the Unity logo, a stylized white cube on a colored background (orange, blue, purple, yellow). Other pins show the text 'DevGAMM!', 'MINSK 2016', 'unity', and 'Made with Unity'. One pin features a portrait of a man.

Dev **MINSK 2016**
GAMM!

November 10-11, 2016
Minsk, Belarus

On-site Promotion & Premium Branding Options

Summary

	Official Party Sponsor	\$8k - 15k	>	p. 3-4			Bags (Sold Out)	\$499 + production	>	p. 16
	Pre-Party Sponsor (Sold Out)	\$3k - 7k	>	p. 5			Lanyards (Sold Out)	\$1,499 + production	>	p. 17
	Registration Sponsor	\$2,499	>	p. 6			Pens	\$299 + production	>	p. 18
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	Speed Game Dating Sponsor	\$1,499	>	p. 8			T-shirts	\$0 + production	>	p. 20
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	Awards Sponsor	\$299 + decent prize	>	p. 10-11			Restroom Ads	\$499 + production	>	p. 22
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Official Party Sponsor (1/2)

Take the spotlight by becoming a Party Sponsor! Parties provide an ideal environment for networking without pressure. Some people come to conferences exclusively for parties.

Details:

- Official Party is always held on the first conference day from 8 p.m till 12 a.m (or longer)
- We take care of all the arrangements
- Tables or VIP area reserved for you
- Professional photographer included

What else can be done:

- Branded shuttles
- Branded cups or coasters
- Live band or DJ
- Emcee, contests, entertainment
- Cosplayers
- ...and more.

Let's make it happen together!



Official Party Sponsor (2/2)

Website & Online Promotion

- Logo on the main page
- Logo on Party & Networking page
- Company info and logo on Sponsors page
- Mention in press releases and conference reports
- Logo in all party-related newsletters & social media posts
- All party photos watermarked with your logo to be published in DevGAMM Facebook album

Print & Branding

- Full page ad in the Show Guide
- A4 branded signs around the party
- Roll up 80x200cm at Registration Desk
- Branded press wall at party venue entrance
- Logo or video on the screens at the party venue

Your logo will also be placed:

- Next to Platinum sponsors on all press walls
- On all screens in session halls during breaks
- On the cover of the Show Guide
- On printed schedule in the Show Guide
- On printed schedule in all conference badges
- On press wall schedule



\$8k-15k
TBD

Pre-Party Sponsor

Parties are a great way to raise your brand profile. **About 50% of attendees** come to Pre-Party to get a badge and start networking the day before!

Details:

- Official Badge Pick Up Pre-Party is always held on the day before the conference from 6 p.m. till 10 p.m.
- We take care of all the arrangements
- Professional photographer included

Benefits:

- A4 branded signs around the pre-party
- Branded roll up 80x200 cm
- Logo or video on the screens at the party venue
- Logo on the website main page
- Company info and logo on Sponsors page
- Company info and logo in the Show Guide
- Logo on the Party & Networking page
- Logo on all sponsored press walls
- Logo on all screens in session halls during breaks
- Mention in press releases and conference reports
- Logo in all party-related newsletters & social media posts.
- All party photos watermarked with your logo to be published in DevGAMM Facebook album

Amount of BUSINESS tickets depends on the sponsorship.



\$3k-7k
TBD

Registration Sponsor

For the whole 2 days the Registration Desk works your brand will be **the first thing all attendees see** when they arrive!

Benefits:

- Registration Desk staff wears you branded T-shirts
- Press wall 3x1.5m at the registration booth (word "Registration" must be part of your artwork)
- A4 branded signs at registration
- Promo flyers or business cards at the registration booth (provided by sponsor)
- Company info in the Show Guide and on the website

Tickets are not included, 10% discount for BUSINESS tickets (up to 10).



Career Wall Sponsor

Is hiring your main goal at the conference? This option is for you! **Reach game industry professionals** who are looking for new career opportunities.

Benefits:

- 100+ job offers on one wall
- Featuring your brand colors and logo
- Your design of top and bottom part
- 12 VIP vacancies reserved for you
- Buy extra VIP vacancies for 25\$ a piece
- Candidates catalogue collected by HR partner in 2 days



\$1,499

Speed Game Dating Sponsor

Gain visibility among developers and publishers by sponsoring one of the most productive hours at DevGAMM!

Benefits:

- A4 branded signs or Ad on SGD tables
- Roll up 80x200cm (production included)
- Promo flyers or business cards on the tables (provided by sponsor)
- Logo in the schedule (in the program and at the entrance)
- Company info in the Show Guide and on the website
- 10% discount for BUSINESS tickets (up to 10)




\$1,499

Showcase Sponsor

Developers choose GAMM:Play to **showcase their games for half of the day** and save time for sessions and networking. Support well-selected game developers and their projects!

Benefits:

- Company info in the Show Guide and on the website
- Logo on main page of the website
- Logo on GAMM:Play website page
- Logo on GAMM:Play schedule roll ups onsite
- Logo on GAMM:Play schedule in all conference badges
- Logo on all A4 game Info table plates
- Logo on all A4 table number plates

Bonus option:

Provide a valuable prize and help us with judging to **become a sponsor of "Game of the Show"** nomination at DevGAMM Awards. This way you get all benefits from "Awards Sponsor" option (see next page).



\$3,499

Awards Sponsor (1/2)

DevGAMM Awards is **the prime event of the conference** which celebrates the best games out there.

The ceremony itself is an amazing show! It is always held on the second day, in the main hall from 6p.m. till 7p.m., followed by a Bye-Bye Mingle.

Awards sponsors **get a lot of online promotion** before and after event!



Awards Sponsor (2/2)

You will have to provide a **valuable prize**, such as notebook, tablet, phone, console, etc. for one or several nominations.

Benefits:

- Logo on the Awards page
- Logo in the Show Guide
- Logo in all online Awards promo (newsletters, social media, blog, Facebook groups)
- Mentions in nominees and winners announcements
- Logo in the video of your nomination during Awards
- Logo on Awards program handout



\$299
+ decent prize

Business Lounge Sponsor

Reserved to BUSINESS, SPEAKER and MEDIA Pass holders, Business Lounge **offers ideal conditions for networking and business development.** Comfy couches, charging stations, stronger Wi-Fi, extra catering and more.

Get your brand in front of decision makers at top companies in the game industry.

- 4 BUSINESS tickets (\$250 each)
- Logo on the website's main page
- Company info and logo on Sponsors page
- Company info and logo in the Show Guide
- Roll up 80x200cm at lounge entrance
- A4 branded signs on all tables
- Logo on the conference map



\$2,999
inc. 4 Business
Tickets

Coffee Break Sponsor

People might not go to the sessions but they will always grab a cup of coffee or tea. Coffee-breaks are served in 3 areas around the conference.

Benefits:

- Branded cups
- A4 branded signs
- Roll up 80x200cm (3 items, production included)
- Promo flyers or business cards on the tables (provided by sponsor)
- 10% discount for BUSINESS tickets (up to 10)

Branding (included):

- A5 ad in the Show Guide
- Logo on the conference map in coffee break area
- Company info in the Show Guide and on the website

Extra options (not included):

- Branded napkins
- Branded sugar sticks



\$2,999

Fruits or Health Sponsor

What could be better than a healthy snack? Treat all attendees with branded apples or/and bananas laid out around the conference.

Benefits:

- Apples/bananas will have sticker with your logo
- Fruits placed in all high traffic areas (sponsors & showcase tables, Business lounge, Pitch & Match area, etc.)
- 1,500+ items
- Production included




\$999

Wi-Fi Sponsor

Help all conference attendees get connected by becoming a Wi-Fi sponsor. The number of times conference attendees enter the login and password would be equivalent to the number of your brand impressions!

Benefits:

- Password is named after your brand or product
- Company info in the Show Guide and on the website
- Logo on the main page of the website
- Logo on the conference map in the Show Guide
- Logo on the schedule in the Show Guide
- Logo on the mini-map in all conference badges
- Logo on the press wall schedule in expo area



\$1,499

Bags

Conference bags are **the best way to create mass exposure** as they are distributed to all attendees and carried round the event.

Details:

- Production of branded bags for all attendees
- Each bag contains the Show Guide and swag
- Choose yourself: shoulder bags\backpacks, plastic\cotton, etc.
- 1000 items



\$499
+ production

Lanyards

Lanyards are worn by all conference attendees during 2 days of the event and offer **a great way of promoting your company.**

Details:

- Production of branded lanyards for all attendees
- 1500 items



\$1,499
+ production

Pens

Most people do not take pens to the events, because they expect to get one there. It's **the most affordable way to ensure everyone goes home with your logo.**

Details:

- Production of branded pens for all attendees
- All pens are inserted into conference bags
- 1000 items



\$299
+ production

Notebooks

Notebook sponsorship is the **best way to make sure that attendees think of your company** every time they review their notes from the events.

Details:

- Branded notebook cover (your design)
- All notebooks are inserted into conference bags
- 1000 items



\$499
+ production

T-shirts

T-shirts are the most desirable take-away item at the events!
People will wear them long after the conference.

This sponsorship option is free!

You just need to cover production costs.

- All T-shirts are given away at the registration
- Featuring your own design\branding (or we can help)
- DevGAMM logo must be included into design
- 1000 items



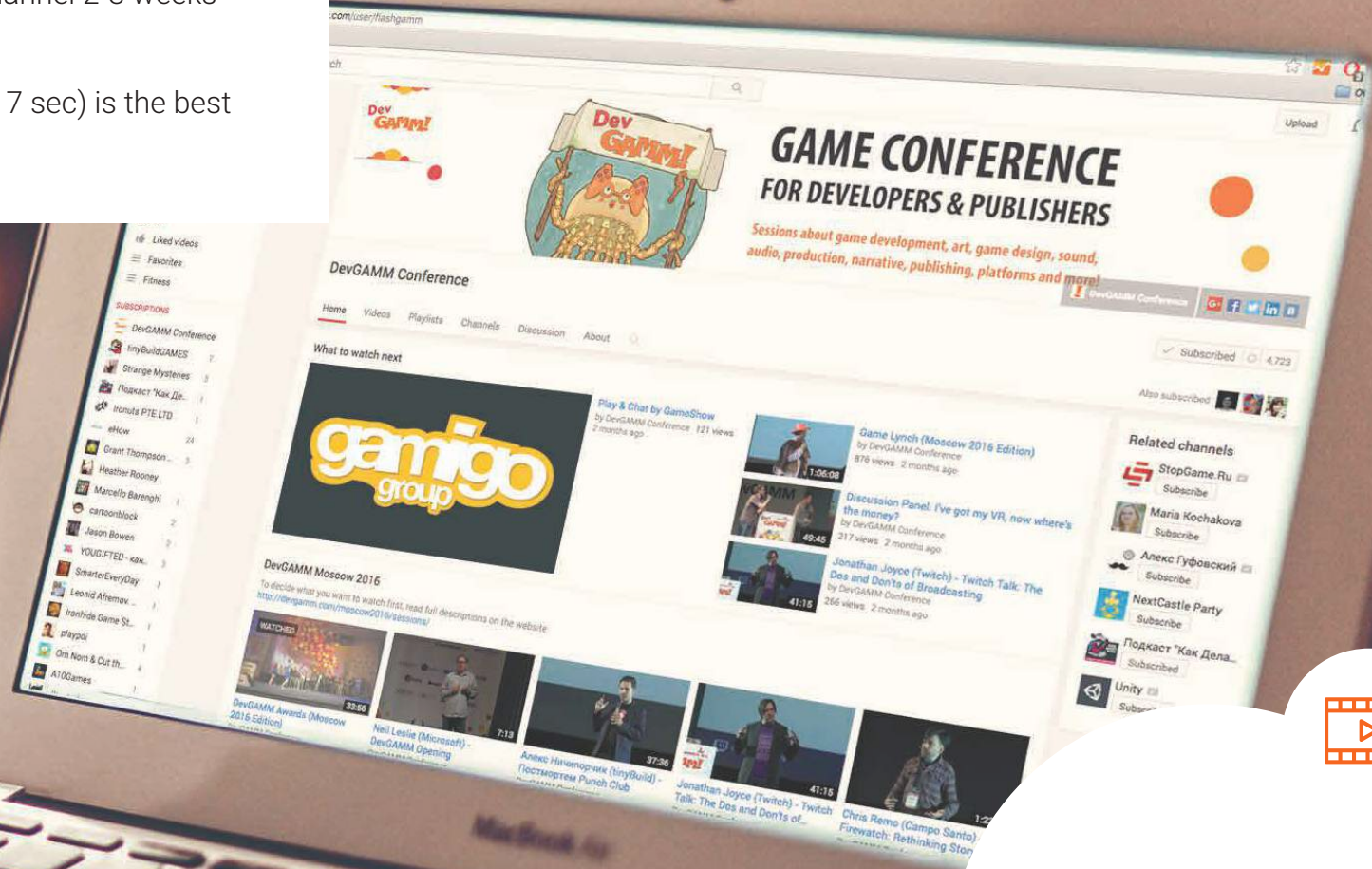
\$0

+ production

Video Sponsor

We always make session videos (50+) available for free for everyone on DevGAMM Youtube channel 2-3 weeks following the event.

Sponsor-provided **video pre-roll** (up to 7 sec) is the best long-term, wide-reach branding idea.



\$999

Restroom Ads

You would not believe, but it's the best place to put your ad :)

Restrooms **provide great visibility and guaranteed attendee traffic.**

Details:

- Ads in ladies' and men's room
- Ads provided by sponsor (max size = A3)
- Ads are put up by organizers



\$499
+ production

Show Guide Ad

- Ad on the back page of the Show Guide cover (A5)
— **\$499**
- One-page ad (inside, A5)
— **\$299**
- Double-page ad (inside, 2 x A5)
— **\$499**



\$299

Promo Materials or Swag

It can be anything you want to put inside the conference bags! **Option is FREE for Platinum and Gold sponsors.**

- All swag will be inserted into conference bags
- 1000 items

Production is not included.

We can help with production or you can deliver to us.



\$299
+ production

Swag Ideas



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