

# Dev GAMM!

Leading Game Industry Conference  
in Russia, Ukraine and Belarus

**ADDITIONAL BRANDING**

**MOSCOW 2020**

May 14-15

World Trade Center

**KYIV 2020**

August 6-7

Mercure Congress Centre

**MINSK 2020**

November 19-20

Marriott Hotel + Falcon Club

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MINSK 2020

## Networking Environment

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# Networking Events



## 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 8:00 PM till 12:00 AM (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!



Check the price  
on the next page



## Official Party Sponsor 2/2

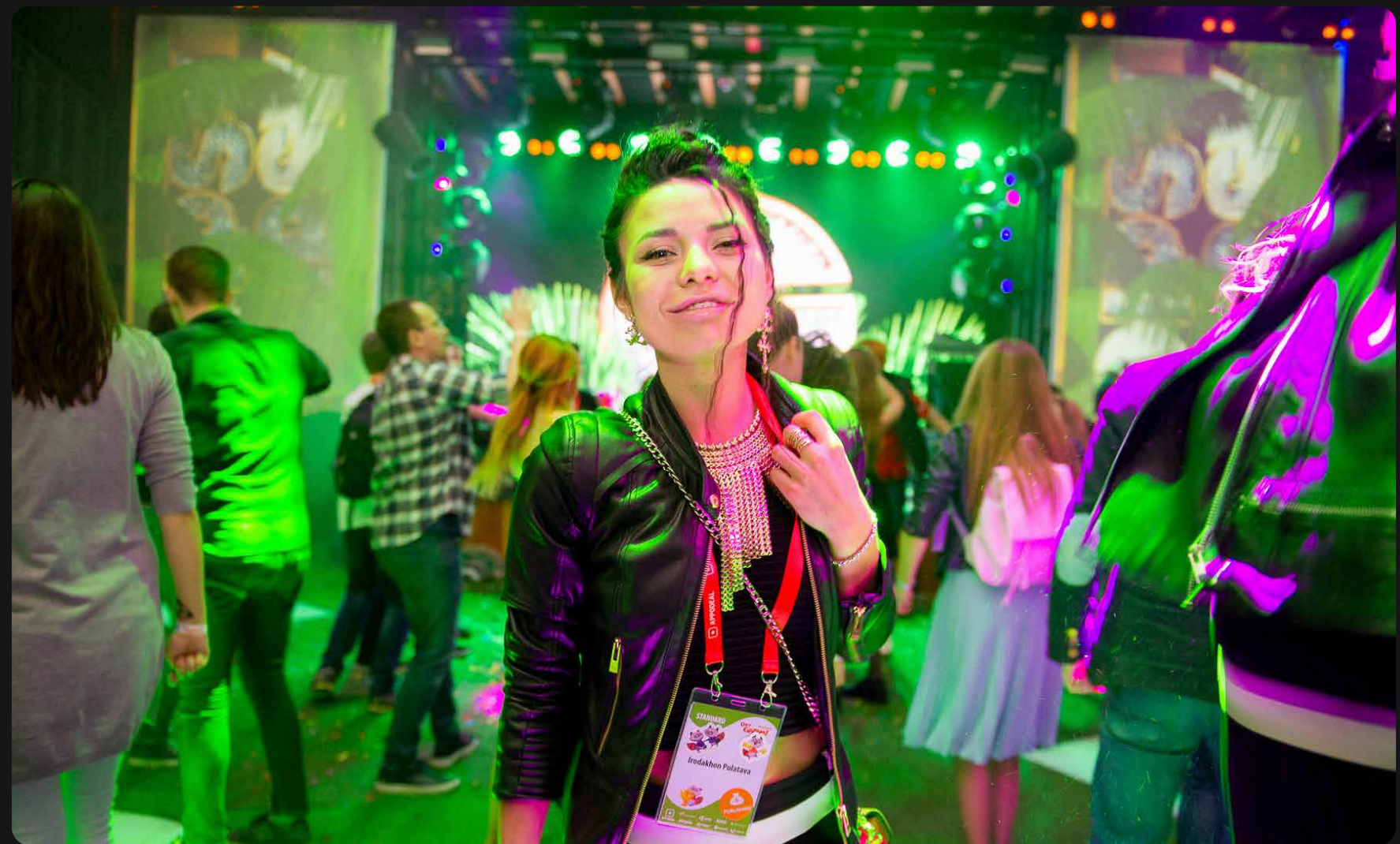
### Print & Branding

- Branded press walls at the party venue entrance
- Logo or video on the screens at the party venue
- Branded activities

### Website & Online Promotion

- Mention in all party-related newsletters & social media posts
- All party photos watermarked with your logo to be published in DevGAMM Facebook album
- Logo on the main website page and on the cover of the Show Guide.
- Logo in all web and printed versions of the conference schedule (individual schedule in badges, flyer, press walls schedule, website, conference app)
- Mention in conference report

... there's even more! Request the full list of branding.



**\$15-30k**



## 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 6:00 PM till 10:00 PM
- We take care of all the arrangements
- Professional photographer included

### Benefits

- A4 branded signs around the pre-party
- Branded roll up 85x205 cm
- Logo or video on the screens at the party venue
- Logo on the website main page
- Company info and logo on Sponsors page
- 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



**\$8-10k**



## Bye-Bye Mingle Sponsor

Draw attention of the conference attendees by becoming a networking sponsor of DevGAMM!

After DevGAMM Awards over **50% of participants** gather together to network and share their impressions.

### Details

- The official Bye-Bye Mingle is always held on the second conference day at 7:00 PM
- We take care of all the arrangements
- Professional photography services are included

### Benefits

- Branded roll-up 85x205 cm
- Branded beverages
- Logo on the website main page
- Company info and logo on Sponsors page
- Company logo on Parties & Networking page
- Logo on all sponsored press walls
- Logo on the screens in session halls during breaks
- Mention in press-releases and conference reports
- Logo in all party-related newsletters and social media posts

 All the party photos watermarked with your logo to be published in DevGAMM albums on Facebook



**\$5,999**



## Executive Dinner

As exclusive sponsor of Executive Dinner, you will have an opportunity to **conduct unique, personal, and insightful conversations with game industry experts** in a small, intimate setting.

### Details

- Executive Dinner is held on the first conference day from 6:30 PM till 9:00 PM
- We take care of all the arrangements
- Professional photographer included

### Benefits

- Executive Dinner sponsor status
- A4 branded signs around on all dinner tables
- Branded roll up 85x205 cm
- Branded invitation for all attendees (printed and digital)
- Logo on the website main page
- Logo on the Party & Networking page
- Logo on all sponsored press walls
- Logo on all screens in session halls during breaks
- All dinner photos watermarked with your logo to be published in DevGAMM Facebook album
- Extra branding and swag during dinner (provided by you)
- Your welcome and final speech (as an option)





## Girls & Games Lunch Sponsor

There are hundreds of amazing and talented women on DevGAMM every year. Girls & Games Lunch is a unique inspiring event for them to connect and talk openly about any topics. As an exclusive sponsor, you will have a chance to support the community and make the industry stronger with girls power.

### Details

- The lunch takes place in Marriott Hotel on the first day of the conference
- We take care of all the arrangements
- Professional photographer included

### Benefits

- Girls & Games Lunch sponsor status
- A4 branded signs around on all dinner tables
- Branded roll up 85x205 cm
- Logo on the website main page
- Logo on the Party & Networking page
- Logo on all sponsored press walls
- Logo on all screens in session halls during breaks
- All dinner photos watermarked with your logo to be published in DevGAMM Facebook album
- Extra branding and swag during dinner (provided by you)
- Your opening and final speech (as an option)



**\$8,499**



# Poker Tournament Sponsor

Only for **MINSK 2020**

Get all attention of the most venturous attendees at the annual Poker Tournament. You will have an opportunity to create a unique, personal, and memorable experience for game industry experts in a friendly and fun atmosphere.

## Details

- Poker Tournament takes place on the first day of the conference, during the main party
- We take care of all the arrangements
- Professional photography service is included

## Benefits

- Branded poker chips
- Branded roll-up 85x205 cm
- Signature cocktails & branded tickets for free cocktails
- Ads on the screen in the tournament room
- Extra branding for the table cloth



**\$4,999**





# Networking Environment



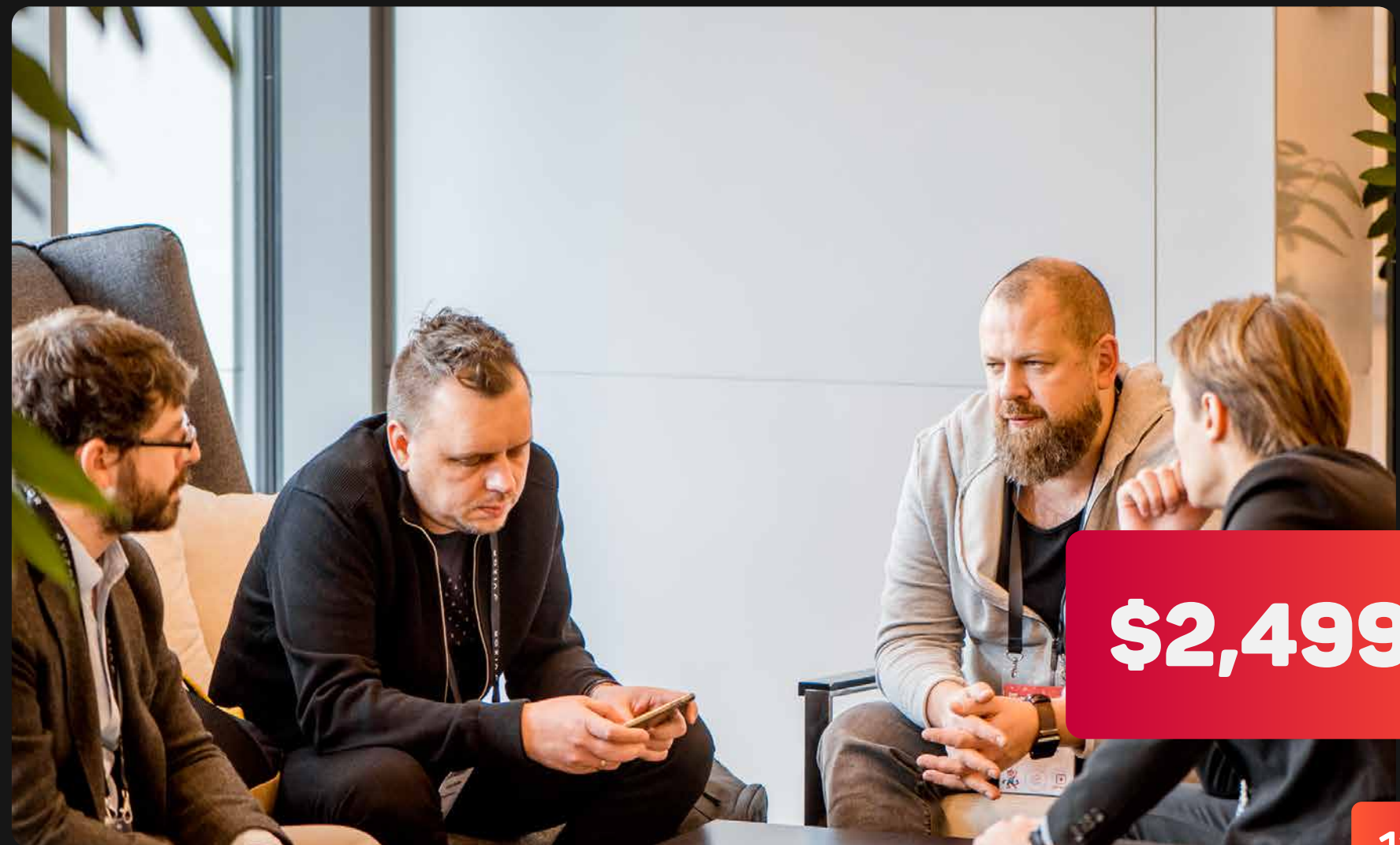
## Business Lounge Sponsor

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.**

### Details

- You can place a stand 2x2 sq. meters in the
- Business Lounge (production is not included)
- Logo on the website's main page
- Company info and logo on Sponsors page
- Roll up 300x245 cm at lounge entrance
- A4 branded signs on all tables
- Logo on the conference map



**\$2,499**



## Lounge Sponsor

Lounge is an open comfortable space for participants to relax, work or have a meeting. Lounge sponsor gets great branding in expo area without having to be present at the booth all day.

### Details

- 4x3 m of branded area with free access for all participants
- Comfortable furniture to choose from the catalog
- Company logo and description on the sponsor page on the website
- Company logo on the conference map
- Company logo, link and description in the PINE app





## Meeting System Sponsor

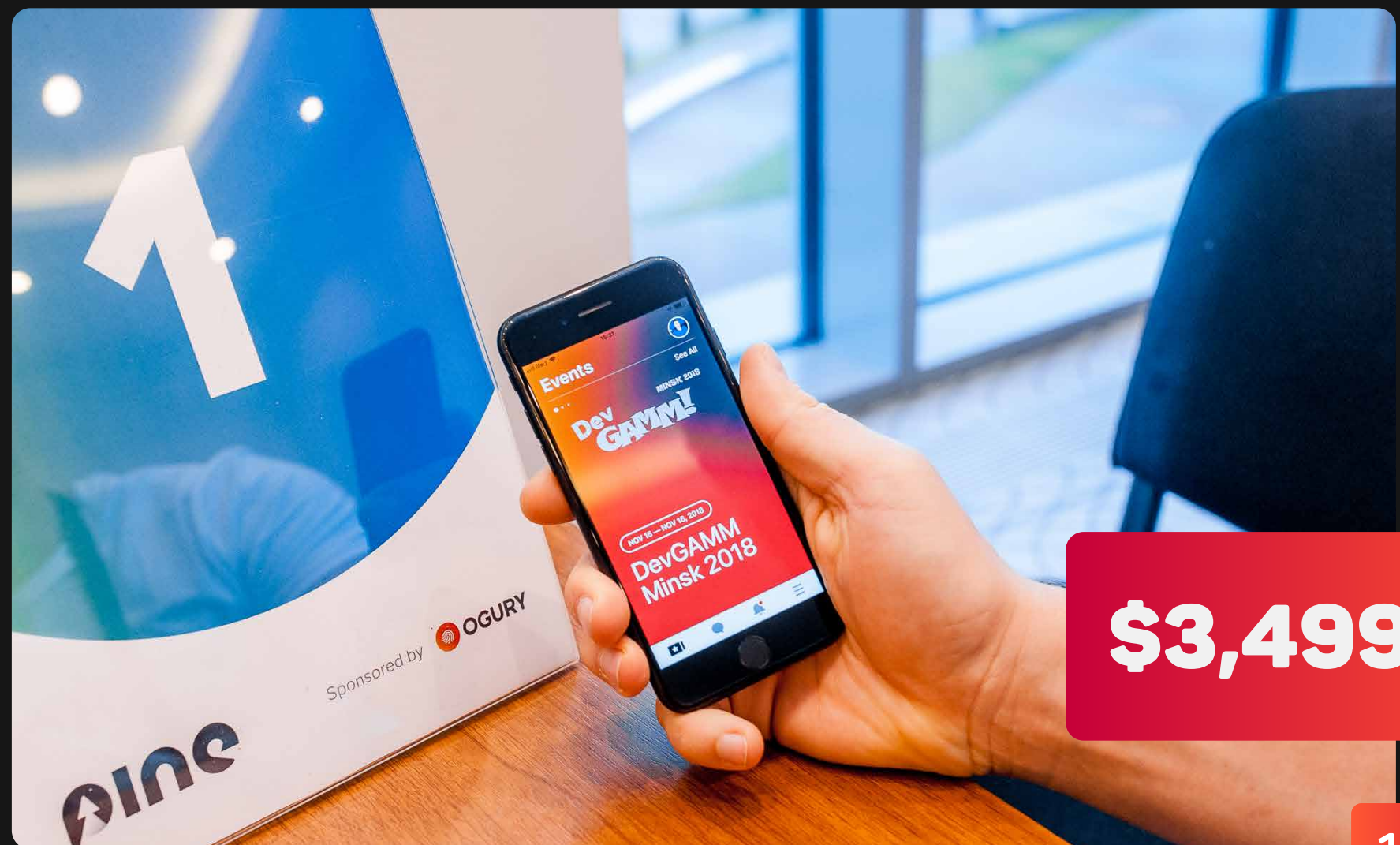
DevGAMM conference offers its attendees a user-friendly PINE interface to arrange meetings and spend time at the event as productive as possible.

More than 1000 business meetings are held at each conference, and this figure is constantly growing. The amount of online requests before the conference is increasing.

**You have a unique opportunity to receive greater visibility among all business participants of the conference.**

### Details

- Exclusive ad space in PINE
- Logo on PINE Meeting Tables: from tables to meeting points
- Mention in all PINE related newsletters and social media posts
- Logo on the sponsors page on the website



**\$3,499**



## Coffee Breaks 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.

### Details

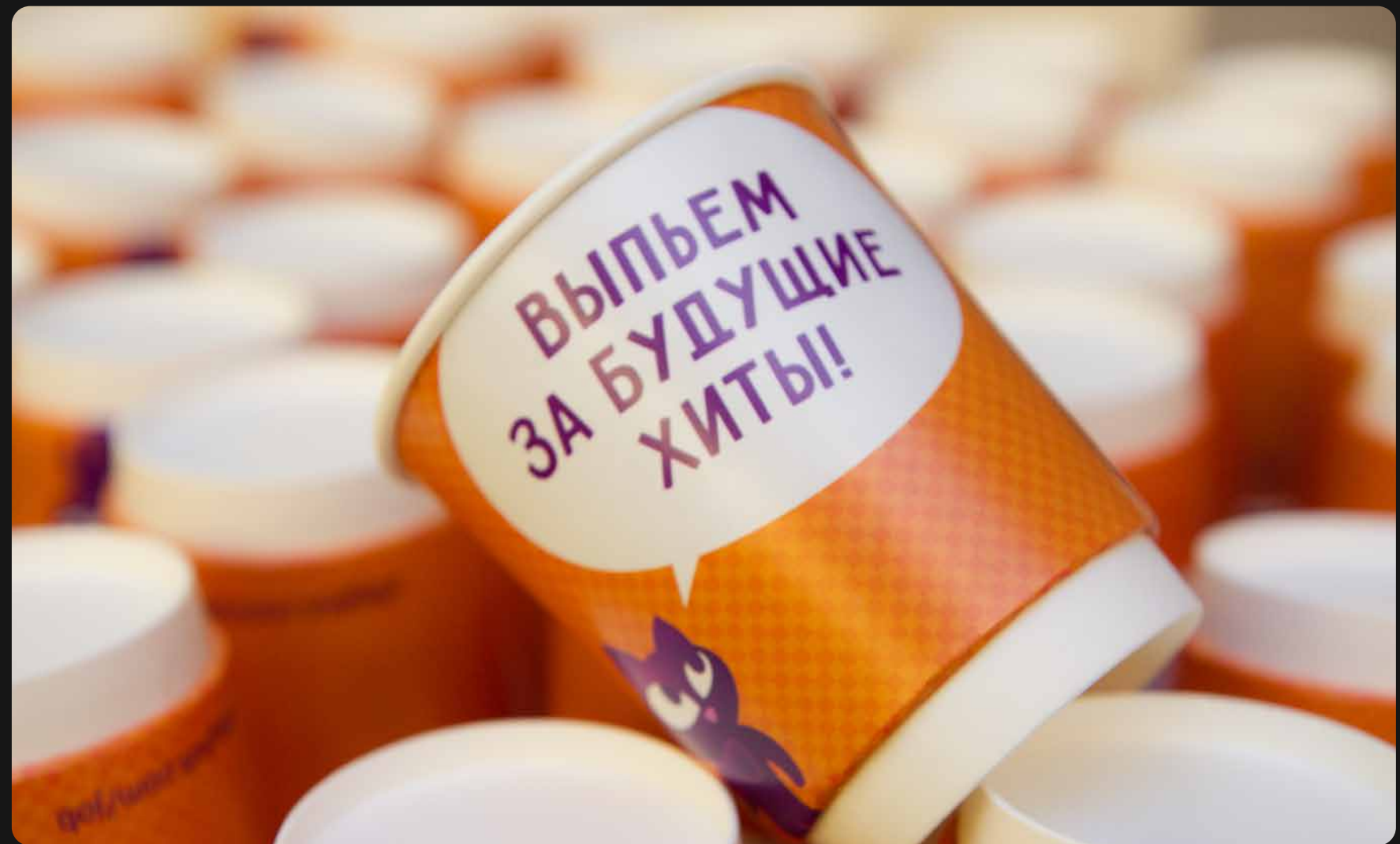
- Branded thermocups (they are paid separately)
- 42-inches 3 plasma display panels with your promo in coffee break areas (you can change it to roll-ups)

### Branding **included**

- Logo on the conference map in coffee break area
- Logo in all web and printed versions of the conference schedule (individual schedule in badges, flyer, press walls schedule, website, conference app)

### Extra options **not included**

- Branded napkins
- Branded sugar sticks



**\$3,499**  
+ production





# Content Coverage



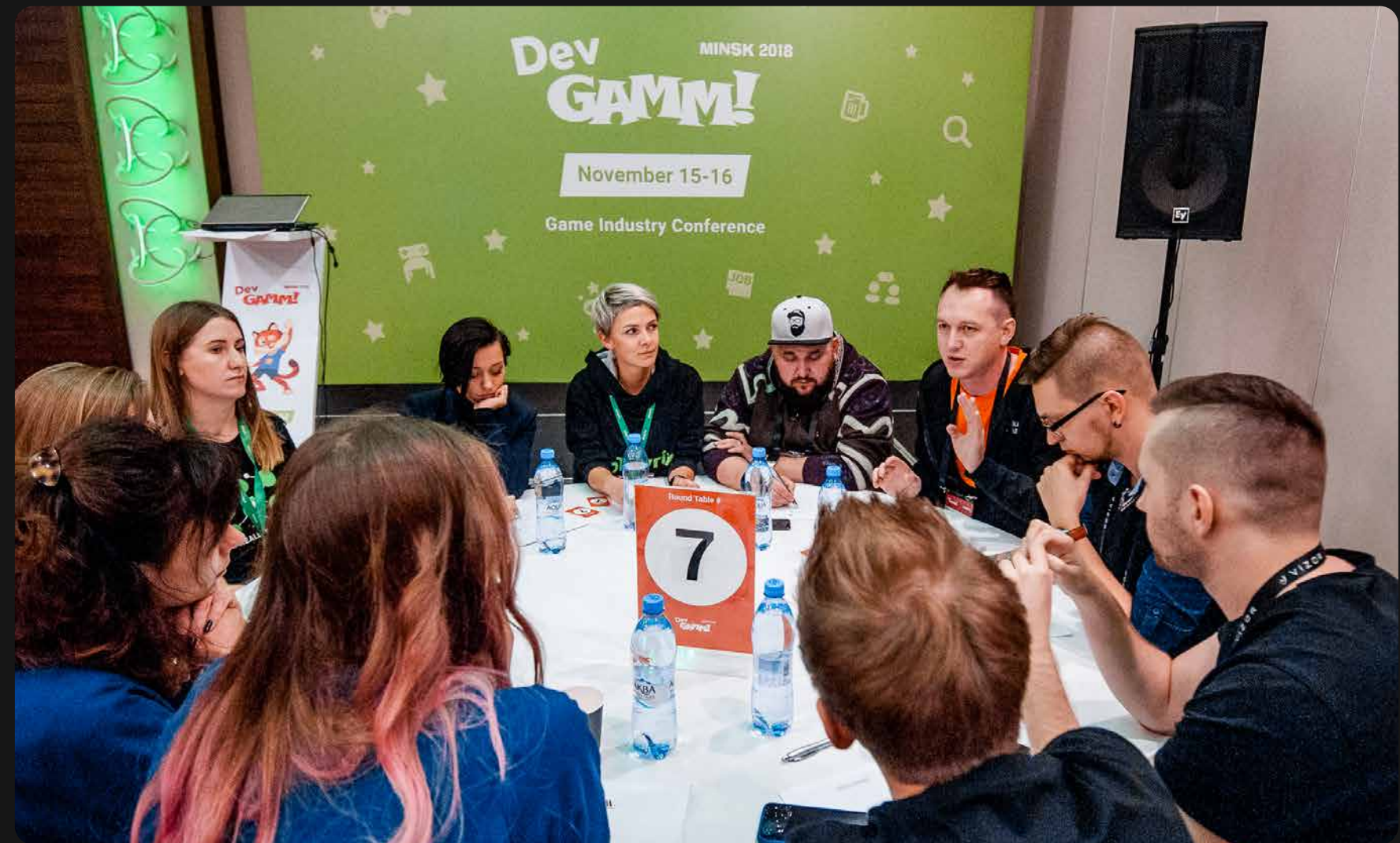
## Roundtables Sponsor

DevGAMM Roundtables is a series of closed discussions for 11-13 people. The leader of the table chooses the burning problem of the gaming industry to be reviewed by pre-registered participants within an hour and a half. Roundtables provide opportunities for new business contacts, a high-quality exchange of experience and industry insights.

You have a unique opportunity to support the most productive DevGAMM networking by branding this activity.

### Benefits

- Logo on the scene and on each table in the Roundtables hall
- Branded notebooks and pens for participants (or other gifts)
- Mention in all Roundtables-related newsletters and posts on social media
- Branded page on the website
- Logo in all web and printed versions of the conference schedule (individual schedule in badges, flyer, press walls schedule, website, conference app)





## Session Hall Commercials

DevGAMM is known for its useful sessions. We invite game developers from all over the world to share their cases, secrets, tricks and stories, as well as organize themed tracks dedicated to specific aspects of game creation: from sound to marketing.

Do you want your commercial to be seen by the audience of the most significant DevGAMM sessions?  
This option is for you!

### Details

- Video (30 sec - 1 min) during breaks at Red Hall
- Banner on the screen in all other session halls during breaks
- 2 advertising banners in the PINE meeting system



**\$3,999**



## LiveStream Sponsor

Livestream is a two-days online stream with unique content from DevGAMM floor and lecture halls. The program includes live interviews with game developers, speakers and influencers, major product announcements, the main keynotes, Game Roast show, and DevGAMM Awards ceremony.

Most of the stream viewers are gamers and junior game developers. If you want to have great coverage for your game, this is the right option. Contact us to learn the details.

The stream is supported by **DISGUSTING MEN**.  
The stream takes place on two channels:

- DevGAMM Youtube channel
- **DISGUSTING MEN** Twitch channel  
(with featuring on the main page of Twitch)

The planned coverage is **400,000 views over two days of broadcasts**. The planned coverage of broadcast announcements is **150,000 views/auditions**.

Contact us to clarify all the details about livestream.





## 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.

 Example: [www.goo.gl/o0v8rW](http://www.goo.gl/o0v8rW)







# HR Coverage

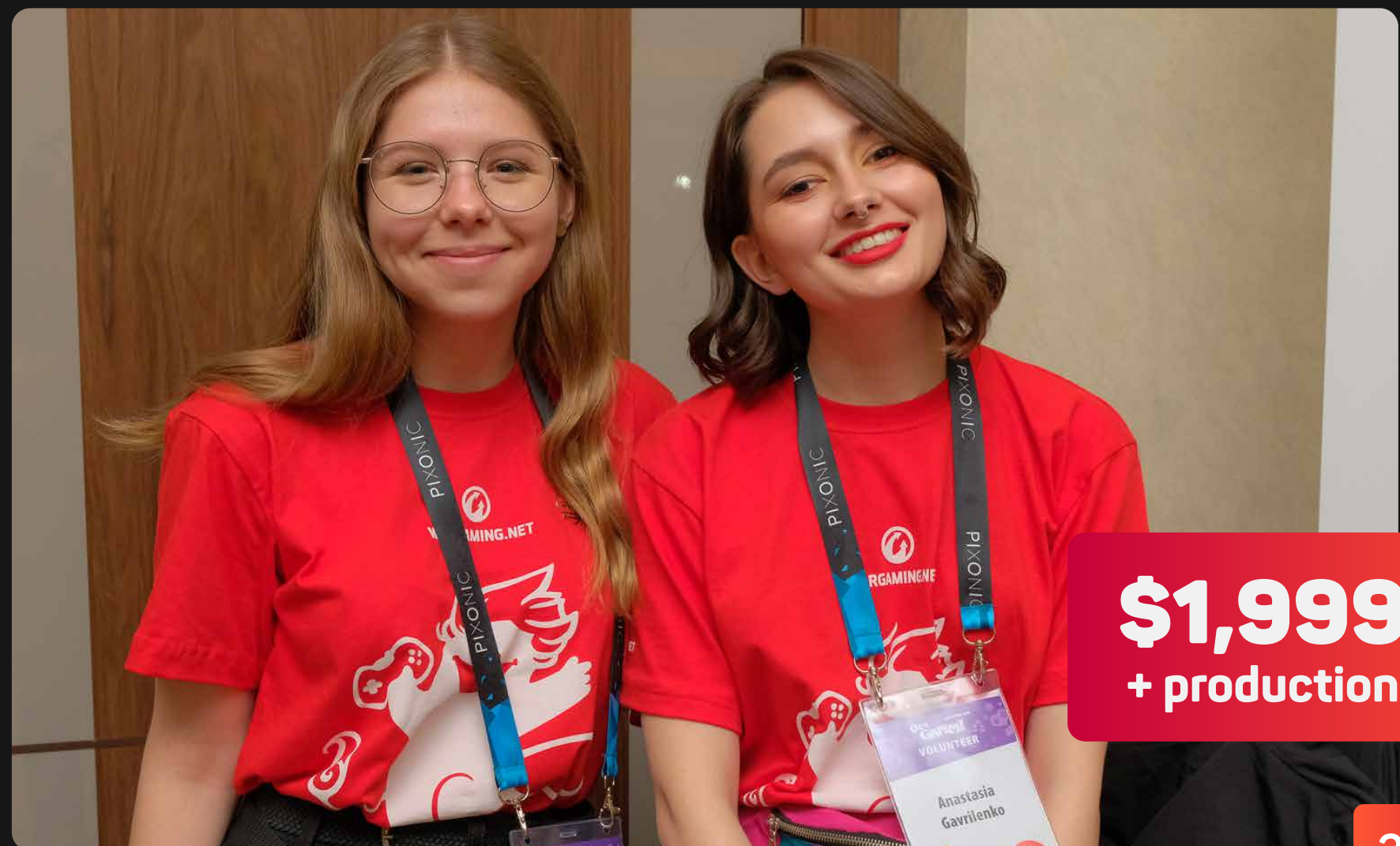


## Volunteers Branding Sponsor

**Over 150 volunteers will wear T-shirts with your logo** during two days of the event. They will be showcasing your brand in a highly visible way to all audience members.

### Details

- Your logo in white color
- Color of t-shirts should be bright, 150 items



**\$1,999**  
+ production

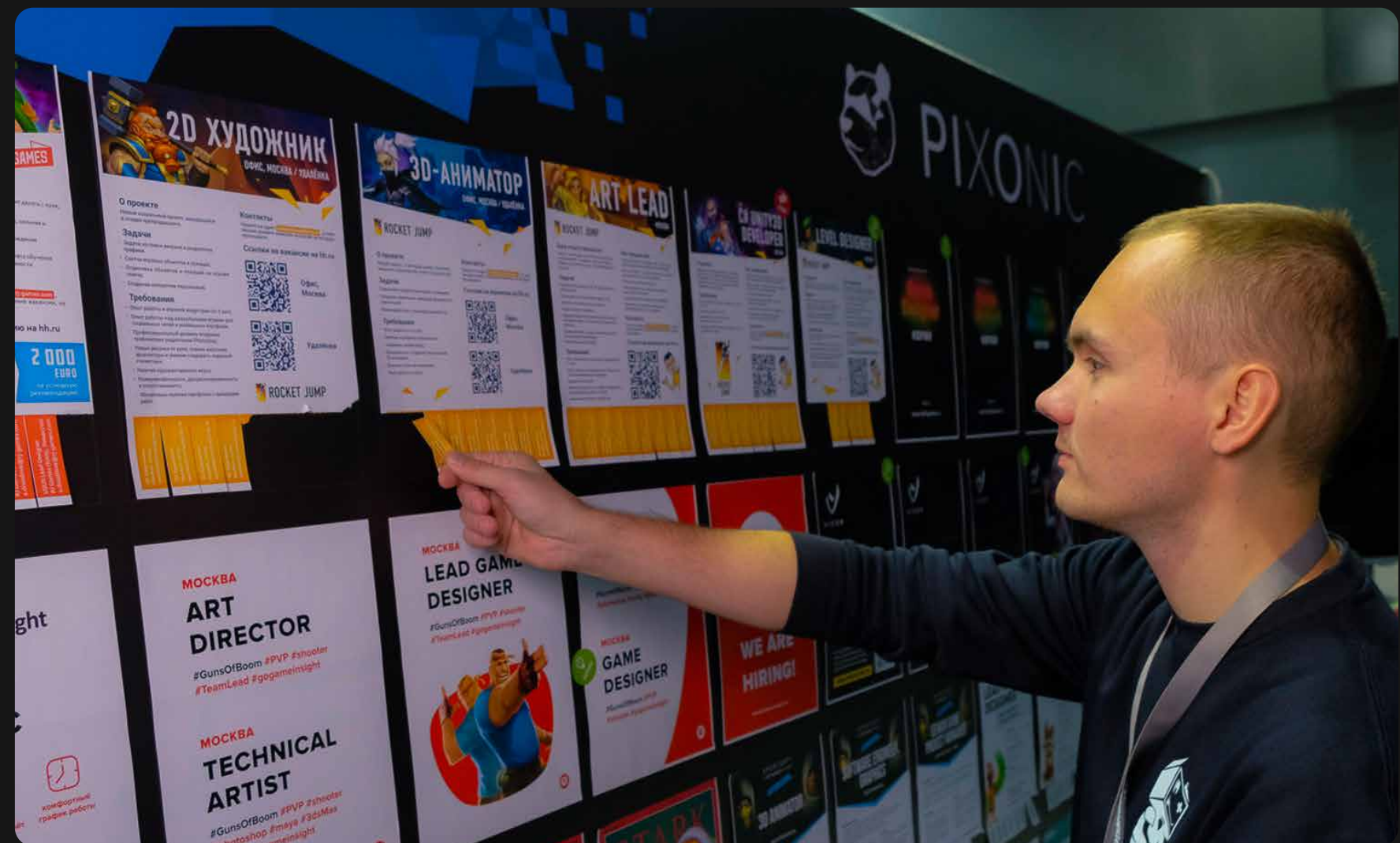


## Career Wall Sponsor

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

### Details

- Over 300 CVs from prospective candidates
- Featuring your brand colors and logo
- Your design of top and bottom part
- 12 VIP vacancies reserved for you
- **Buy extra VIP vacancies for 50\$ a piece**



**\$4,999**



## DevGAMM Quest Sponsor

DevGAMM Quest helps exhibitors **to drive more foot traffic to their booths**. If you want to take part just provide attendees with prizes and coordinate Quest activity with us.

### Details

- Quest raffle will be held on the second conference day in the Red Hall

### Benefits

- Status of Quest sponsor
- Logo on the Quest page of the website
- Personalized company stamp
- PR references in social media and newsletter
- Logo on the main screen during raffle
- Extra traffic of people that will attend the Quest



**\$299**  
+ decent prize





# Games Coverage



# DevGAMM Awards Sponsor

Only for **MOSCOW 2020** **MINSK 2020**

## DevGAMM Awards is the main event of the conference

which celebrates the best games of the year during an official ceremony. After a beautiful show, the game industry leaders hand out the awards to the winners of this year and congratulate them. The event takes place in the Main Hall, on the second day of the conference, from 6:00 PM to 7:00 PM. Right after the Awards, we start our Bye-Bye Mingle.

All Awards winners get the cash prize from Developers Support Foundation by DevGAMM and it's major partners.

If you want to be a part of the Foundation and support the developers during DevGAMM Awards, please let us know at [contact@devgamm.com](mailto:contact@devgamm.com). The minimal investment is \$10,000.

Awards sponsors receive **comprehensive online advertising support** before and after the event.

## Details

- Brand association with the professional game developers award
- Company logo on DevGAMM Awards webpage
- Mentions in all Awards-related newsletters and social media posts
- Company logo in the video of DevGAMM Awards ceremony
- Company logo in the Awards printed program



from  
**\$10k**




## DevGAMM Showcase Sponsor

Developers choose this event to showcase their projects during one day and save time for sessions and networking.

**Support highly selected game developers and their projects!**

### Details

- One part of Showcase area will be dedicated for Unreal Engine and Unity projects; the other one will represent all kinds of platforms
- Games for Showcase are divided into Mobile and Desktop

 If you have any ideas on branding or cooperation with the game showcase for developers, we would be glad to discuss it!



**\$3,999**



## Speed Game Dating Sponsor

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

### Details

- A4 branded signs or Ad on SGD tables
- Roll up 85x205 cm (production included)
- Promo flyers or business cards on the tables (provided by sponsor)
- Logo in the schedule (in the program and at the entrance SGD)
- Company info on the website



**\$1,499**








## T-Shirts

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

### Details

- 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
- 1000-1500 items

 This sponsorship option is free!  
You just need to cover production costs



**\$999**  
+ 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
- 2000 items



**\$2,999**  
+ production

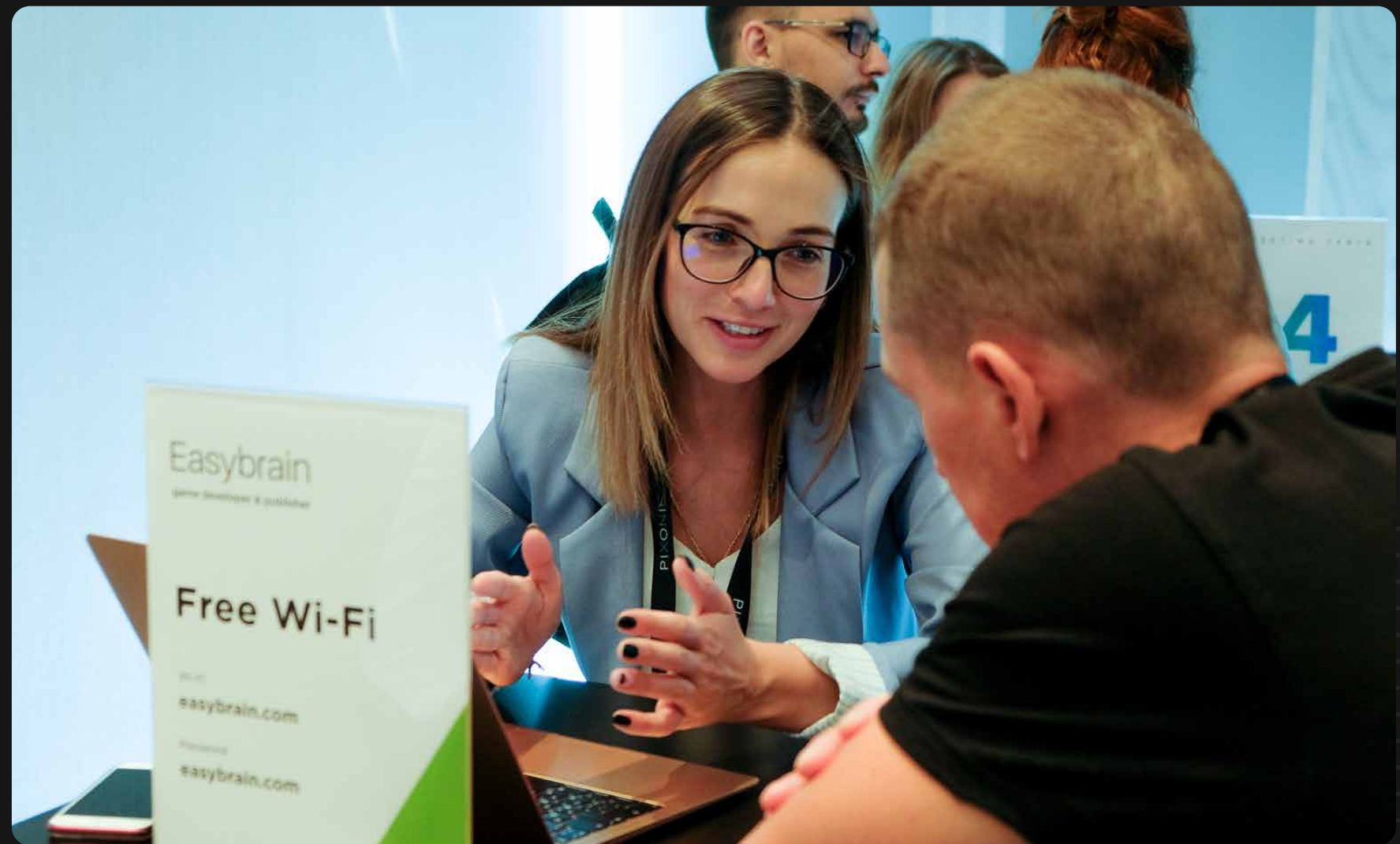


## Wi-Fi Sponsor

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!

### Details

- Password is named after your brand or product
- Company info on the website
- Logo on the main page of the website
- Logo on the conference map in the Show Guide
- Logo in all web and printed versions of the conference schedule (individual schedule in badges, flyer, press walls schedule, website, conference app)
- Logo on the mini-map in all conference badges
- Logo on the press wall schedule in expo area



**\$2,499**



## Conference Bag

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 swag
- Choose yourself: shoulder bags\backpacks, plastic\cotton, etc.
- 1500+ items



**\$1,999**  
+ production



## Fruits Or Health Sponsor

Two girls in **t-shirts with your logo** and with fruit baskets will carry them during the conference and they will offer it to attendees.

### Details

- Apples/bananas will have sticker with your logo
- 1500+ items
- Production included



**\$1,499**  
+ production



## Hotel Keys Sponsor

A lot of DevGAMM attendees, especially the speakers and the management of the companies, stay in the Marriott hotel during the event. With branded hotel keys, your logo will be literally in their pockets for three days of the conference.

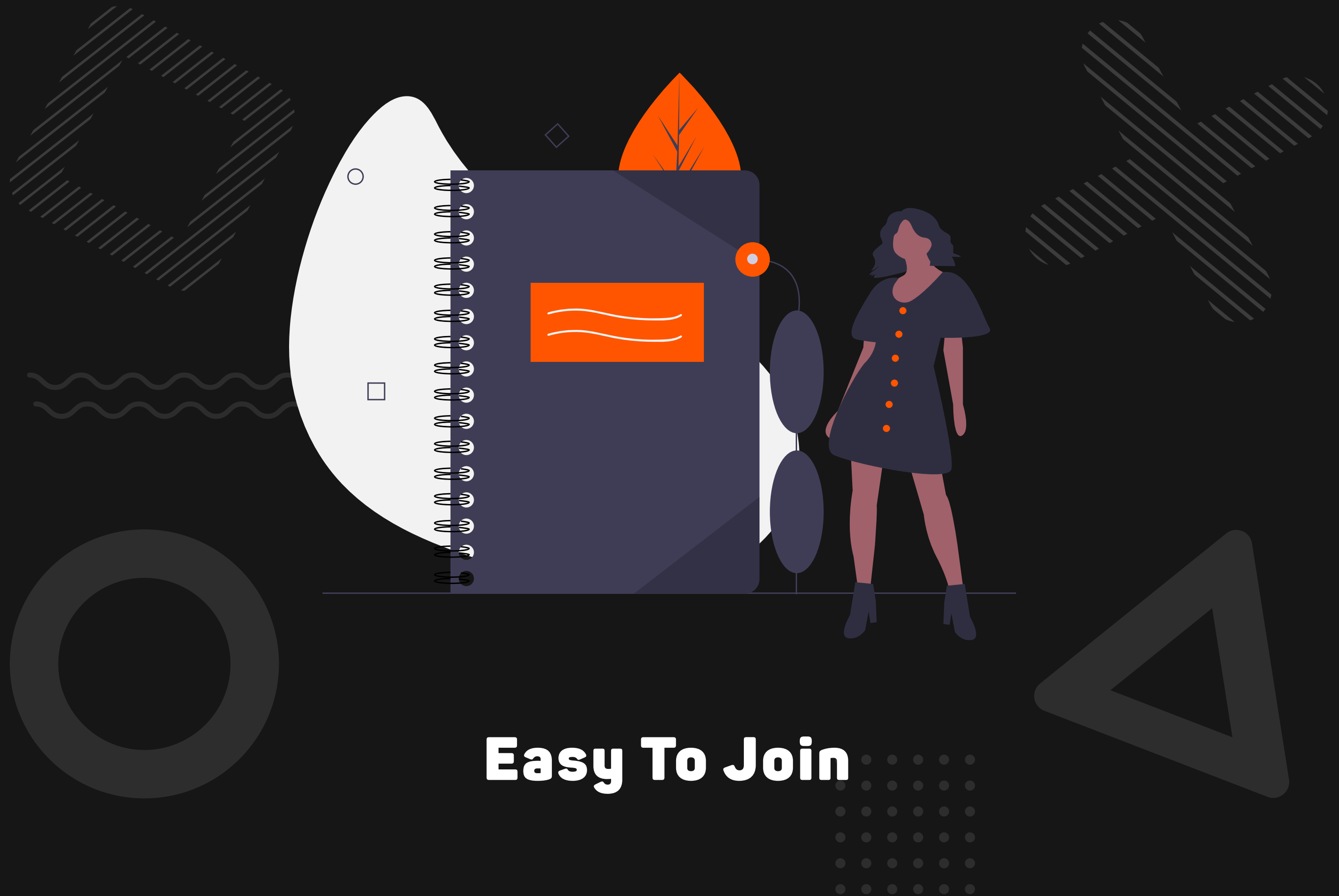
### Details

- Your company's logo is printed on paper holders for hotel keys
- The design is up to you
- We print 1500 holders; printing is included in the package



**\$1,499**  
+ production





**Easy To Join**

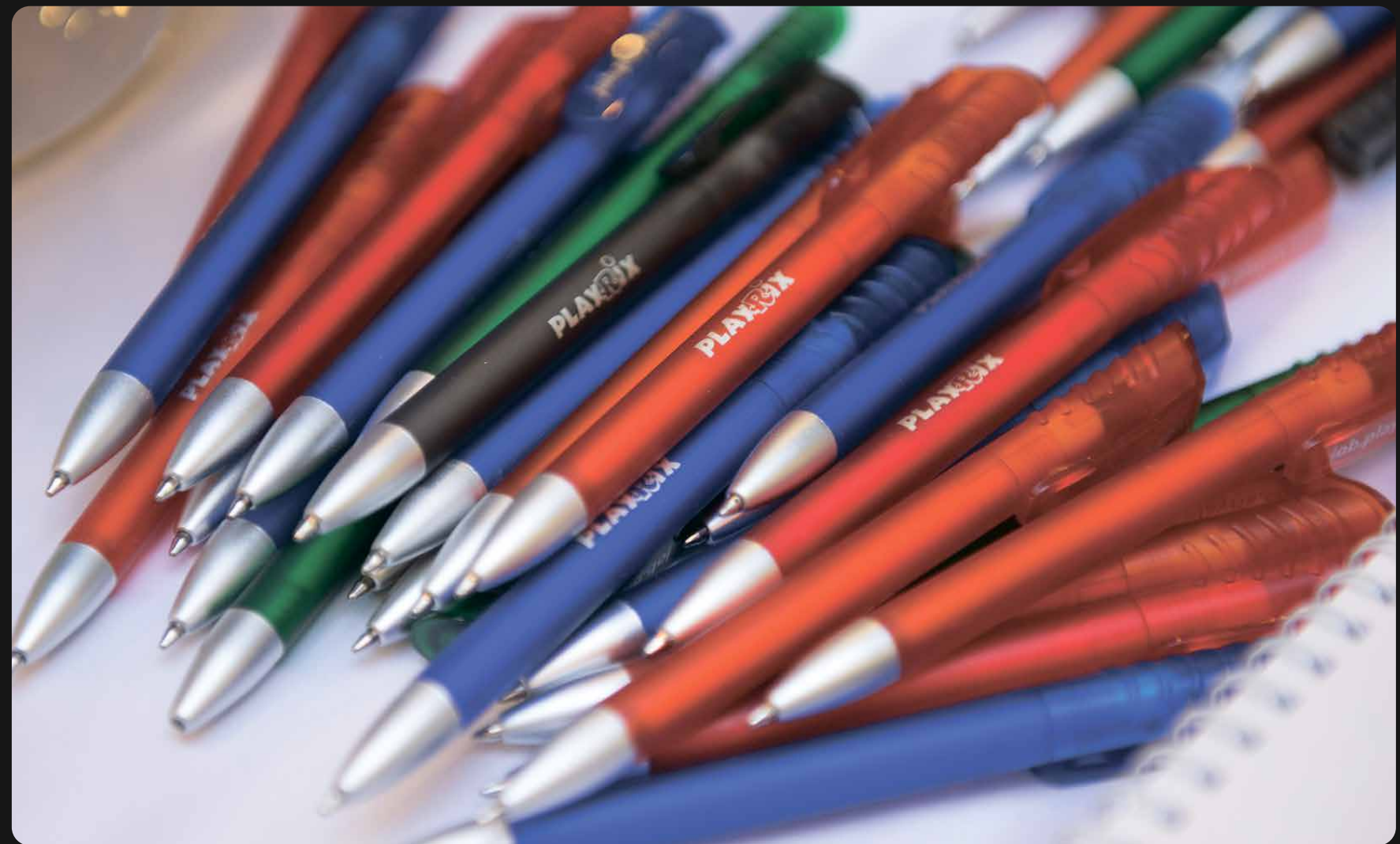


## Pens

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
- 1700 items



**\$699**  
+ 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
- 1700 items



**\$699**  
+ production



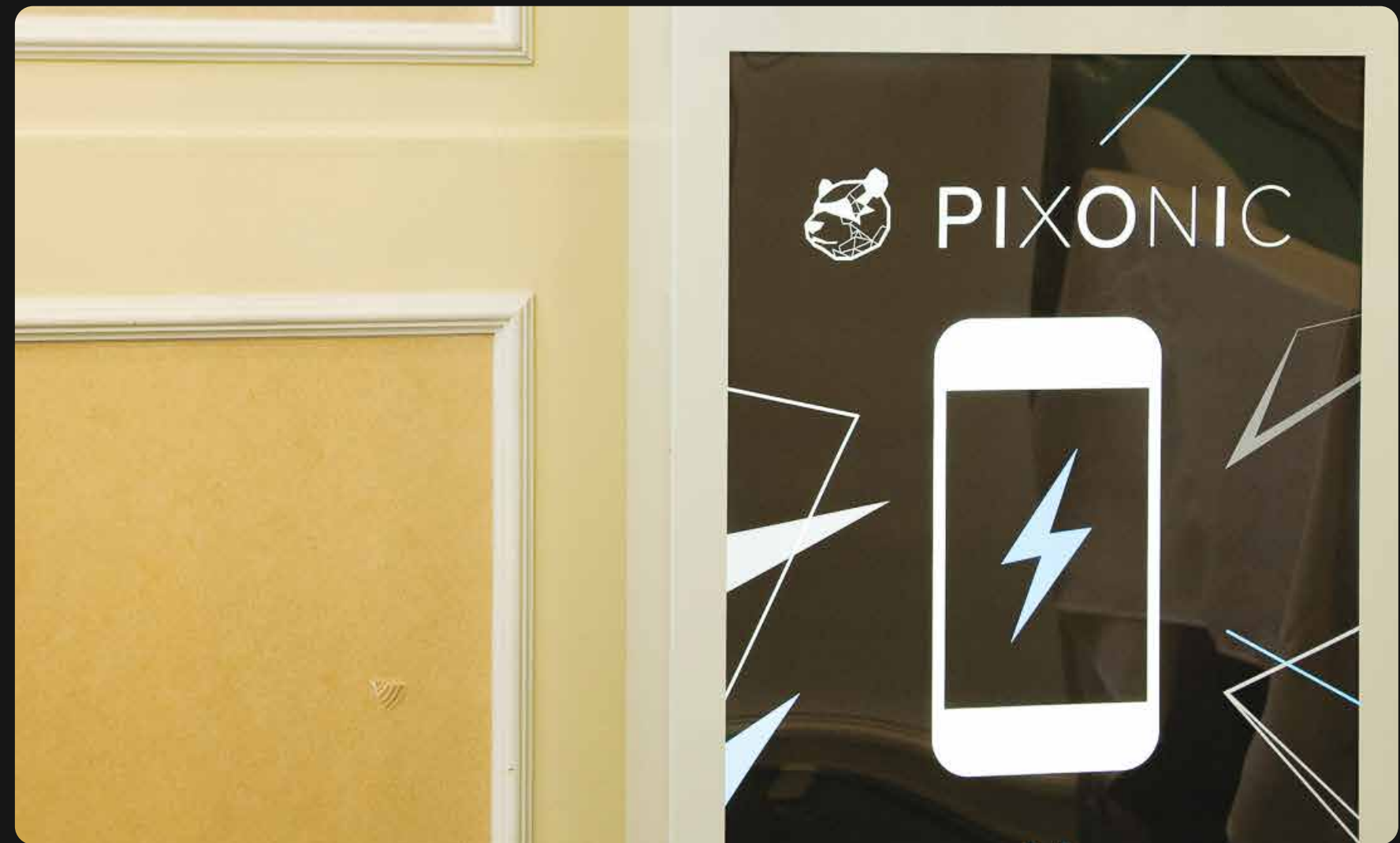
## Charging Stations Sponsor

Phone batteries tend to run out too fast at the events.  
We provide charging stations free of charge for all attendees.

### Details

- Branded charging stations in different conference halls
- Stations and tokens can be branded with your logo

 Several options are available, please, contact us if you are interested



**\$1,499**  
+ production



## Restroom Ads Sponsor

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






## Promo Materials Or Swag

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

### Details

- All swag will be inserted into conference bags
- 1500 items

 Production is not included. We can help with production or you can deliver to us



**\$499**  
+ production

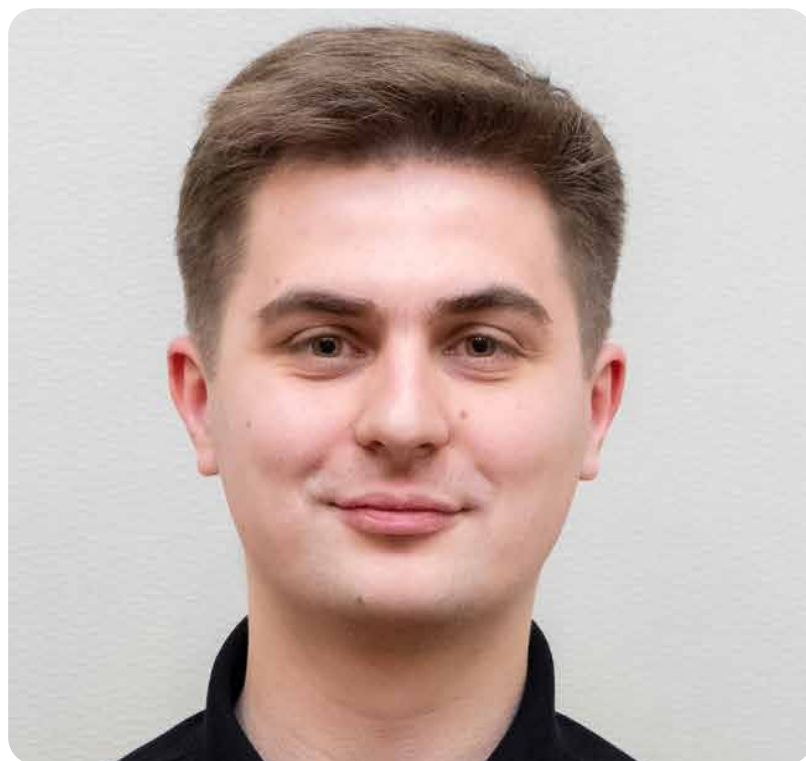


## Swag Ideas





## Contact Us



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