

2019

BLOCKCHAIN GAMER CONNECTS

Global Blockchain Games Conference

MEDIA PACK - SPONSORSHIP INFORMATION



www.BlockchainGamerConnects.com

BLOCKCHAIN GAMER CONNECTS

Global Blockchain Games Conference

WHY SPONSOR?

BLOCKCHAIN GAMER CONNECTS IS THE FIRST
DEDICATED BLOCKCHAIN GAMES EVENT FROM THE PRODUCERS
OF THE RENOWNED POCKET GAMER CONNECTS SERIES

Blockchain technology has the capacity to revolutionise the gaming world in every area, from fundraising and advertising to player rewards and in-game currency.

At this early stage more than any other it's essential to connect with other professionals in the space to learn about the latest trends, network and share with others, and promote your own activities.

Blockchain Gamer Connects has been created with precisely this in mind. Taking place within the market-leading PG Connects games events series (now in its 5th year), the mission is to unite over 1,000 professionals from the games and blockchain ecosystem, share insight, and ultimately generate business opportunities to grow the industry.

Delegates at our established events typically represent the biggest names and brightest stars from indie developers and media through tool-makers and monetisation experts, up to triple-A publishers and investors. In the blockchain space this means

specifically game developers, platforms, investors and essential support companies will be present amongst speakers and sponsors

There'll be 4 distinct mini-tracks of talks on offer, focused on the basics of blockchain in games, advice on token-sales and game design with live examples, and a look at the upcoming trends and opportunities. There'll also be Q&A sessions and workshops, an expo space, and a SpeedMatch session connecting developers with investors and platforms/services.

Plus, delegates will have access to the full PG Connects track line-up covering everything from global publishing opportunities and key industry trends, UA and monetisation tips, indie business and game design advice, as well as dedicated segments for eSports and influencer marketing.

Ultimately though we also realise it's all about the business and, with our free meeting system and after-hours mixer, we're dedicated to doing more than anyone to stimulate networking.

INTRODUCING

BLOCK CHAIN GAMER .BIZ



BlockchainGamer.biz is the world's first dedicated b2b portal for the space where blockchain meets the games industry.



Created by the team behind leading b2b sites PocketGamer.biz, PCGamesInsider.biz and TheVirtualReport.biz, BlockchainGamer.biz will provide daily news, opinion, interviews, and features about this exciting new area, as well as useful resources such as a game directory, token/ICO listing, and events planner.



Some sponsorship packages include coverage on the site but you can also book directly – contact us for more information.

WWW.BLOCKCHAINGAMER.BIZ

10 REASONS TO GET INVOLVED WITH SM EVENTS



THE BIGGEST MOBILE B2B GAME SHOWS IN THE WEST

With over 2,000 paying delegates, PGC London is now the biggest industry games event in the UK and several times bigger than mobile-dedicated events. PGC Helsinki is the largest games event in Helsinki, while PGC San Francisco is growing fast!



MULTIPLE PITCH EVENTS

Developers meet publishers, investors and more in our SpeedMatches, Big Indie Pitches, and investor match sessions.



4,000+ MEETINGS PER SHOW

Our matchmaking tool is completely free, unlimited, and open to all attendees to meet and we provide for multiple dedicated meeting space.



50+ COUNTRIES REPRESENTED

Connects conferences regularly welcome visitors from five continents. The US, Europe, Russia and Asia all have strong contingents, alongside growing attendances from South America, the Middle East, and Africa.



650+ SPEAKERS IN 2018

Each event is packed with the smartest, biggest, and best names in the industry sharing their knowledge on the latest, hottest topics.



10 REASONS TO GET INVOLVED WITH SM EVENTS



DO BUSINESS AND CLOSE DEALS

Over \$10 million of business deals have started or closed directly at our events – and these are just the ones we know about!



REACH SENIOR DECISION MAKERS

Although we're careful to maintain a cross-section of the industry, we are happy to welcome a high level of decision makers and c-level executives.



FOCUSED ON GAME CREATORS

We maintain a careful balance between game creators (developers/publishers) and tools and service companies to reflect the entire ecosystem.



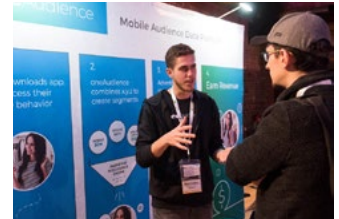
SPECIALIST TRACKS COVERING KEY TRENDS

From blockchain gaming basics, cryptocurrency knowhow and successful ICO tips to legal considerations, technical implementation insight and future opportunities, plus practical development sessions and workshops.



GUARANTEED MEDIA PRESENCE

The Steel Media team also produces some of the leading industry and consumer media which provide extensive coverage of the event. Additionally, we welcome a wide range of other media.



WHY SPONSOR?



SHIRLEY LIN
DOGI



BENNY GIANG
CRYPTOKITTIES

WHO ATTENDS?

THE FINEST MINDS HAVE SPOKEN
AT OUR CONNECTS SERIES



MASARU OHNOGI
GUMI



JOHN LINDON
SEISMIC GAMES



CHRISTIAN HASKER
HEDERA HASHGRAPH



DYLAN JONES
REFEREUM



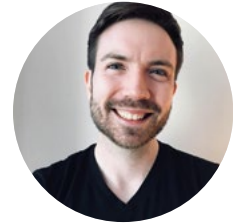
SEAN KEITH
BITGUILD



ALEX ANSEL
FIG



WILLIAM QUIGLEY
WAX TOKEN



JEREMY HORN
JAM CITY

THE BIGGEST COMPANIES ATTEND AND SPONSOR



"WE HAVE A CLOSED DEALS, PUBLISHING OR INVESTMENT, THAT HAVE STARTED FROM CONTACTS MADE IN PGC16 OR PGC17 IN TOTAL WORTH €800K-€1M!"

Timo Yilkanagas
Kavio Cluster

"LONDON WAS THE BEST PGC SO FAR. EVEN THOUGH WE DIDN'T HAVE THE CHANCE TO SEE EVERYONE WE WANTED, BUSINESS-WISE IT WAS GREAT!"

Patrik Hansson
Vobling

"I'VE ATTENDED MANY SHOWS AND CONFERENCES AROUND THE WORLD AND I JUST WANTED TO LET YOU KNOW THAT THIS WAS ONE OF THE VERY BEST."

Glenn Gillis
SeaMonkey

"AWESOME CONFERENCE. IT WAS MY BEST SO FAR. SMOOTH ORGANIZATION, SUPERB CONTENT AND SUPER FUN PARTY."

Olesja Marjalaakso
Polka Dot Studio

97% OF DELEGATES
WOULD RECOMMEND
PGC TO A COLLEAGUE



SPEAK, EXHIBIT & BRAND AT BG CONNECTS 2019



SELECT EXPO & BRANDING PACKAGE

DIAMOND \$50,000 (1 Available)

All prices are in USD unless otherwise stated.

SPEAKING	Guaranteed full speaker slot Guaranteed panel session seat
NETWORKING	Choice from Badge PickUp Drinks or VIP & Speaker Reception or Very Big Indie Pitch or PG Connects After Party
EXPO SPACE	Large Booth (approx 6m x 2m) with power connections 2x sofas + 2x coffee tables or 2x trestle tables + 8x chairs
SHOW BRANDING & PROMOTION	Prominent dedicated banner in expo Top level branding across all signage Registration gift handout 4x branded roll-up banners (sponsor to provide registration gift and roll-up banner artwork)
DIGITAL BRANDING & PROMOTION (pre/post event)	Top level branding on event website (logo placement + bio) Top level branding on all promotion 1x pre and 1x post event dedicated marketing mailshot 4x social pushes (Facebook & Twitter)
PRESS / PR / ADVERTISING	1x pre and 1x post event company spotlight article on BCG.biz Video Interview at show 2-week site-skin for BCG.biz Logo on shared event marketing/highlight articles on BCG.biz
CONFERENCE PASSES	8x VIP passes 25x standard passes

THE
BIGGEST
BRAND PRESENCE AT
BLOCKCHAIN GAMER
CONNECTS



WANT TO SPEAK? Contact the sales team for this and other add-on options

SELECT EXPO & BRANDING PACKAGE

PLATINUM \$30,000

SPEAKING	Guaranteed full speaker slot or Guaranteed panel session seat
EXPO SPACE	Large Booth (approx 6m x 2m) with power connections 2x sofas + 2x coffee tables or 2x trestle tables + 8x chairs
SHOW BRANDING & PROMOTION	Top level branding across all signage Registration gift handout 2x branded roll-up banners (sponsor to provide registration gift and roll-up banner artwork)
DIGITAL BRANDING & PROMOTION (pre/post event)	Top level branding on event website (logo placement + bio) Top level branding on all promotion 1x pre and 1x post event dedicated marketing mailshot
PRESS / PR / ADVERTISING	1x pre and 1x post event company spotlight article on BCG.biz Video Interview at show or 1-week site-skin for BCG.biz Logo on shared event marketing/highlight articles on BCG.biz
CONFERENCE PASSES	4x VIP passes 20x standard passes

All prices are in USD unless otherwise stated.



**A CUT
ABOVE THE
REST**



WANT TO SPEAK? Contact the sales team for this and other add-on options

SELECT EXPO & BRANDING PACKAGE

	GOLD \$14,000	SILVER \$7,000	BRONZE \$4,000
SPEAKING	Option to add speaker slot or panel session – \$POA	Option to add speaker slot or panel session – \$POA	Option to add speaker slot or panel session – \$POA
EXPO SPACE	Medium Booth (approx 3m x 2m) with power connections 1x sofa + 1x coffee table or 1x trestle table + 4x chairs	1x large table + 4x chairs in main expo with power connections	1x small trestle table + 4x chairs in expo with power connections
SHOW BRANDING & PROMOTION	Mid-level logo branding across all signage	Mid-level (Below Gold) logo branding across all signage	Shared logo branding on some signage
DIGITAL BRANDING & PROMOTION (pre/post event)	Mid-level branding on event website (logo placement + bio) Mid-level branding on marketing mailshots	Mid-level (Below Gold) branding on event website (logo placement + bio) Mid-level (Below Gold) branding on marketing mailshots	Shared level branding on event website (logo placement only) Shared level branding on marketing mailshots
PRESS / PR / ADVERTISING	1x pre or 1x post event company spotlight article on BCG.biz Video Interview at show or 1-week banner on BCG.bizz Logo on shared event marketing /highlight articles on BCG.biz	Logo on all shared event marketing /highlight articles on BCG.biz	Logo on all shared event marketing /highlight articles on BCG.biz
CONFERENCE PASSES	2x VIP passes 10x standard passes	5x standard passes	2x standard passes

All prices are in USD unless otherwise stated.

WANT TO SPEAK? Contact the sales team for this and other add-on options

ADDITIONAL BOOTH & TABLE OPTIONS

SELECT DESIGN / TECH ADD-ONS:

PANEL PACK OPTION (SEPARATE PANEL PRINTS)

- **Platinum booth** panels pack (approx 10 separate panels) PRICE: **\$3,300**
- **Gold booth** panels pack (back and side walls, approx 7 separate panels) PRICE: **\$2,310**
- Single panel print PRICE: **\$330**

FLUSH FIT OPTION (NO GAPS BETWEEN PANELS)

- **Platinum booth** flush fit graphic back wall (covering approx 6 panels) PRICE: **\$2,800**
- **Platinum booth** flush fit graphic side walls (covering approx 2 panels per side – priced per wall) PRICE: **\$950**
- **Gold booth** flush fit graphic back wall (covering approx 3 panels) PRICE: **\$1,400**
- **Gold booth** flush fit graphic side wall (covering approx 2 panels per side – priced per wall) PRICE: **\$950**

TECH ADD-ON OPTIONS

- 46" TV Screen (London or Helsinki – 2-day hire) PRICE: **\$525**
- 46" TV Screen (Helsinki – 2-day hire) PRICE: **\$1,000**



All prices are in USD unless otherwise stated.

WORKSHOP SPONSORSHIP

Dedicated 1- or 2-hour workshops placed within a dedicated meeting room/space. Suitable for clients seeking deeper engagement with audience, product/service demonstrations, Q&As, developer programs, fun activities.

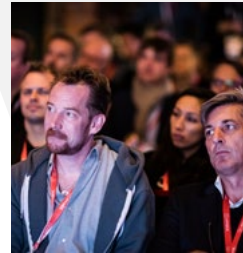
PACKAGE INCLUDES:

- Capacity up to 30 delegates (approx)
- 2x dedicated mailshots to BG Connects database / delegates (sponsor supplies content / we edit)
- 2x articles on BlockchainGamer.biz (pre-event) to highlight workshop (sponsor supplies content / we edit)
- Company logo on branding equivalent to Silver level (or in line with wider sponsorship package, whichever is greater) – both online / at show
- Inclusion on BG Connects floor-plan with company logo / similar
- Option to place branded collateral on workshop seats / room (supplied by sponsor)
- 2x standard passes to BG Connects event for your team (further tickets available at 50% discount)

PRICE: **\$5,000** (1-hour Workshop)

PRICE: **\$9,500** (2-hour Workshop)

PRICE: **\$POA** (Available as add-on option at a discount)



TRACK SPONSORSHIP

Place your brand front and centre at BG Connects via one of our main content tracks. A sustained branding opportunity, seen by all track delegates, a combination of presentation, branding, and video. Select the track most suitable to your expertise.

FULL DAY:

PRICE: \$10,000

SPONSOR THE ENTIRE BLOCKCHAIN CONTENT TRACK:

- Video showreel: 2x extra slots during the track schedule on the big screen
- 1x full speaker slot (keynote session) and 1 panel seat during track
- Company swag / collateral on each seat in the track (provided by you, refreshed by us)
- Listed as 'Official Track Sponsor' on schedule announcements and website track listings
- Company logo on branding equivalent to Silver level (or in line with wider sponsorship package, whichever is greater) – both digital / at show
- 5x standard passes

QUARTER DAY

PRICE: \$4,000

PACKAGE INCLUDES 1X FULL SPEAKER OR PANEL SEAT DURING TRACK:

- Video show-reel (1 slot at start of track)
- Company swag / collateral on each seat in the track (provided by you, refreshed by us)
- Listed as 'Official Track Sponsor' on schedule announcements and website track listings
- Company logo on branding equivalent to Bronze level – both digital / at show
- 2x standard passes



THE
BLOCKCHAIN
BASICS

ICO INSIGHTS
& TOKEN TRENDS

GAMEMAKER
SESSIONS

LINK TO
THE FUTURE

BADGE, LANYARD AND WIFI SPONSORSHIP

Available as standalone or a group package.

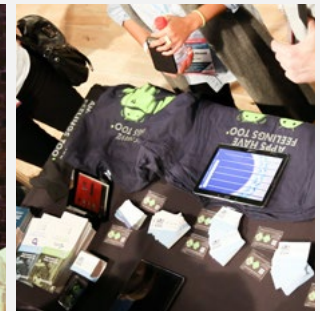
PRICES:

- Lanyards \$5,000
- Badges \$5,000
- Wifi (location dependant) \$5,000

CATERING & COLLATERAL SPONSORSHIP

PRICES:

- Tea/Coffee Sponsor \$3,500
- VIP Lunch Sponsor \$5,000
- Registration gift, product placement or collateral share (sponsor supplies) \$3,000



All prices are in USD unless otherwise stated.

BG/PG CONNECTS OFFICIAL BADGE PICKUP DRINKUP

The Badge Pickup DrinkUp takes place the night before the conference and is the official hangout for all delegates to meet pre-event, collect your badge (avoid the busy morning line!), and find your friends, colleagues and clients. The Official Event Party takes place on the first night of the conference and is the official hangout for all delegates to network and party the night away.



SPONSOR BENEFITS:

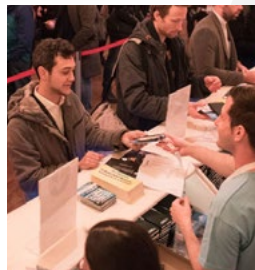
AT EVENT:

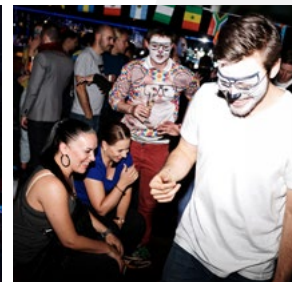
- Branded Badge Pickup registration / desk collection area (staffed by BGC Team)
- 'Pocket Gamer Dollar' ticketed drinks for all delegates (typically 2x free drinks per guest)
- Catering provided (buffet style/canapes)
- Logo branding on posters and popup banners
- Music/entertainment and photographer provided
- Up to 300-guest capacity

PRE/POST-EVENT:

- Logo branding across all digital DrinkUp promotions and marketing (website, mailshots, social)
- Pre-event warm-up and post-event 'thank you' mailshots to all delegates

PRICES FROM: **\$10,000**





THE OFFICIAL EVENT PARTY (NIGHT ONE)

SPONSOR PACKAGE INCLUDES:

AT EVENT:

- Branded VIP area for staff & special guests with VIP dedicated drinks and catering)
- 'Pocket Gamer Dollar' ticketed drinks for all delegates (typically 2-3 free drinks per guest)
- Logo branding on party posters, banners, popup banners, etc
- Party theme with fun props
- Party DJ / entertainment and photographer provided
- Photobooth add-on available (additional cost applicable)
- Up 1,000-guest capacity
- 4x standard passes for the event

PRE/POST-EVENT:

- Logo branding across all digital party promotions and marketing (website, mailshots, social)
- VIP listing for additional 20 guests (if not already attending PG Connects)
- Pre-event warm-up and post event 'thank you' mailshots to all delegates
- Silver-level branding on BG/PG Connects brand materials at event and pre/post

PRICES FROM: **\$15,000**



VIP & SPEAKER RECEPTION (NIGHT ONE)

This exclusive evening event provides an exclusive opportunity for the BG Connects Speakers and VIP guests to come together and network in a relaxed environment.

At the event, guests will be served drinks and canapes and can expect to see some exclusive presentations. The event will segue comfortably into the BG Connects Networking Party. It's an excellent opportunity to brand and gain exposure to this high profile section of the industry.

SPONSOR PACKAGE INCLUDES:

AT EVENT:

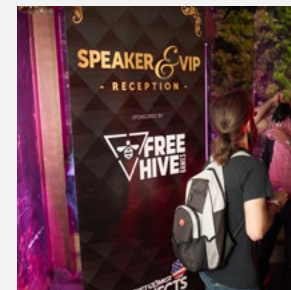
- Option to make a 'thank you' speech to guests
- Branded VIP drinks and catering and glass of fizz on arrival, VIP wristband bar tab open (typically 2-3 free drinks budget per guest)
- Logo branding on VIP Reception posters, banners, popup banners, etc
- VIP theme option
- Photographer provided
- Approx 200-guest capacity

PRE/POST EVENT:

- Logo branding across all VIP Reception promotions and marketing (website, mailshots, social)
- Post-event 'thank you' mailshots to all delegates
- Access to event photos

PRICES FROM: **\$10,000**

SPEAKER & VIP - RECEPTION -



All prices are in USD unless otherwise stated.

“AMAZING FUN AND AWESOME NETWORKING! POCKET GAMER IS ONE OF MY FAVORITE CONFERENCES! THANK YOU FOR HOSTING OUR TALK!”

Francis Kong
BlackStorm

“WELL DONE ON A FANTASTIC PGC AND VRC LONDON EVENT – REALLY WAS THE BEST YET, AND I REALLY ENJOYED IT AND FOUND THE TALKS AND NETWORKING INVALUABLE.”

Jamie Sefton
Game Republic

96% OF DELEGATES
WOULD COME TO
PG CONNECTS AGAIN

“BY FAR ONE OF THE BEST EVENTS I HAVE ATTENDED SO FAR – BOTH BUSINESS WISE AND SOCIALLY.”

Timo Ylikangas
Kavio Cluster

● FOR ALL BLOCKCHAIN GAMER CONNECTS
SPONSORSHIP OR MEDIA PARTNER ENQUIRES:



EVENT MANAGEMENT
& LOGISTICS:

Sally Kevan

sally.kevan@steelmedia.co.uk



Chris James

CEO

chris@steelmedia.co.uk



SPEAKER
ENQUIRIES:

Patty Toledo

patty.toledo@steelmedia.co.uk

TO MAKE A SPEAKER SUBMISSION: www.bit.ly/Connects-Speaker-Submission

TO BOOK TICKETS: www.bit.ly/Connects-LDN19-Registration

www.BlockchainGamerConnects.com