



SAN FRANCISCO
MAY 14-15, 2018



HELSINKI
SEPTEMBER 11-12, 2018



LONDON
JANUARY 21-22, 2019



POCKET GAMER CONNECTS

Global Mobile Games Industry Conference

MEDIA PACK - SPONSORSHIP INFORMATION



www.pgconnects.com

POCKET GAMER CONNECTS

Global Mobile Games Industry Conference

INTRODUCING POCKET GAMER CONNECTS – THE LEADING GAMES INDUSTRY EVENT IN LONDON, HELSINKI & SAN FRANCISCO

Now entering its 5th year, the PG Connects events series has grown to become the biggest and most influential mobile games conference in the west as well as the biggest games event overall in the UK and Helsinki.

Our continuing mission is to unite representatives from the entire global mobile games ecosystem, share insight and advice, discuss the hottest topics, and ultimately generate business opportunities to grow this industry even further.

Our delegates 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 2018 we'll again be delivering our events in London (Jan), San Francisco (May) and Helsinki (Sept) and will be playing host to over 500 speakers.




There's a typically strong track line-up covering off all the core elements such as global publishing opportunities, key industry trends, UA and monetisation tips, how to survive as indie developer, Show me the Money fundraising guides, and a celebration of local talent.

We'll also be introducing brand new tracks to cover the hottest new trends, including eSports, influencer marketing, and blockchain/crypto currency, as well as announcing Developer Toolkit, our new technical focused track for developers, artists, and sound engineers.

Ultimately though we also realise it's all about the business and with our free meeting system, multiple pitching events (Indie Pitch, SpeedMatch, investor session) and after-show activity, we're dedicated to doing more than anyone to stimulate networking.



NEW FOR 2018

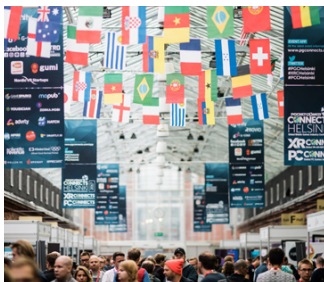
-  Dedicated tracks for the hottest trends, including: eSports, Influencer Marketing, Blockchain and Cryptocurrency.
-  PC Connects associate conference – a brand new sister event dedicated to the digital PC industry, with 4 tracks, 40+ speakers and expo area. See next page for more.
-  XR Connects associate conference now with AR – our VR Connects London 2017 event has been completely reworked and rebranded for its second year as XR Connects, reflecting the fact we're also covering AR & MR, plus revised content and structure. See next page for more.

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



WHY SPONSOR?

10 REASONS TO GET INVOLVED



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 and PGC San Francisco 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 match-making tool is completely free, unlimited, and open to all attendees to meet and we provide for multiple dedicated meeting space.



50+ COUNTRIES REPRESENTED

PGC regularly welcomes 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.



500+ SPEAKERS IN 2018

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



10 REASONS TO GET INVOLVED



DO BUSINESS AND CLOSE DEALS

Over 10 million dollars 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.



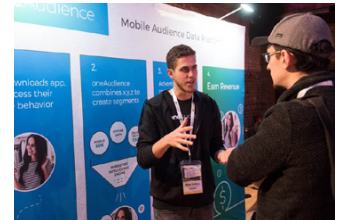
SPECIALIST TRACKS COVERING KEY TRENDS

From raising funds, surviving and thriving as an indie developer and UA/monetisation tips to the latest trends such as eSports, influencer marketing, and crypto currency, plus practical development sessions and workshops.



GUARANTEED MEDIA PRESENCE

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



WHY SPONSOR?



SUVI LATVA
NEOGAMES



ILKKA PAANANEN
SUPERCELL

WHO ATTENDS?

THE FINEST MINDS HAVE SPOKEN
AT OUR CONNECTS SERIES



TOMMY PALM
RESOLUTION GAMES



ROBERT TERCEK
MEDIA FUTURIST



SABRINA CARMONA
KING



DAVID HELGASON
UNITY TECHNOLOGIES



WILHELM TAHT
ROVIO ENTERTAINMENT



DAN MURRAY
SKYBOUND INTERACTIVE



PETER MCCORMACK
WHAT BITCOIN DID

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

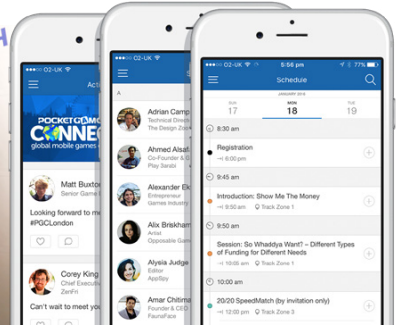
"AWESOME CONFERENCE. IT WAS MY BEST SO FAR. SMOOTH ORGANIZATION, SUPERB CONTENT AND SUPER FUN PARTY."

Olesja Marjalaakso
Polka Dot Studio

97%
OF DELEGATES
WOULD RECOMMEND
PGC TO A COLLEAGUE



SPEAK, EXHIBIT & BRAND AT PG CONNECTS 2018



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 PG.biz Video Interview at show 2-week site-skin for PG.biz Logo on shared event marketing/highlight articles on PG.biz
CONFERENCE PASSES	8x VIP passes 25x standard passes

**THE
BIGGEST
BRAND PRESENCE
AT POCKET 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 PG.biz Video Interview at show or 1-week site-skin for PG.biz Logo on shared event marketing/highlight articles on PG.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 PG.biz Video Interview at show or 1-week banner on PG.biz Logo on shared event marketing /highlight articles on PG.biz	Logo on all shared event marketing /highlight articles on PG.biz	Logo on all shared event marketing /highlight articles on PG.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)

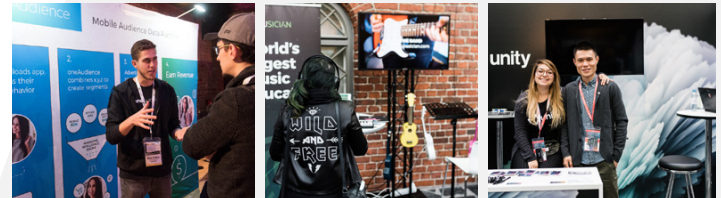
- **Platinum booth** panels pack (approx 10 separate panels) PRICE: **\$3,300**
- **Gold booth** panels pack (back and side walls, approx 7 separate panels) PRICE: **\$2,310**
- Single panel print PRICE: **\$330**

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 (San Francisco – 2-day hire) PRICE: **\$1,000**



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.

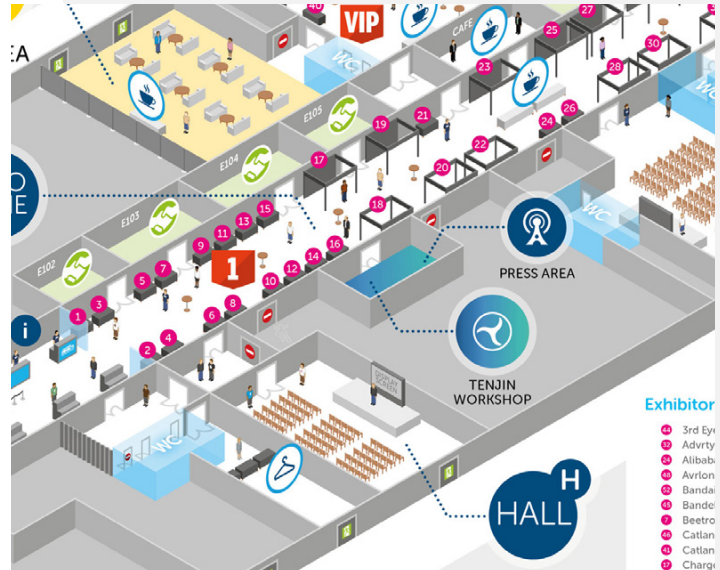
PACKAGE INCLUDES:

- Capacity up to 30 delegates (approx)
- 2x dedicated mailshots to PG Connects database / delegates (sponsor supplies content / we edit)
- 2x articles on PocketGamer.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 PG Connects floor-plan with company logo / similar
- Option to place branded collateral on workshop seats / room (supplied by sponsor)
- 2x standard passes to PG 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 PG 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:

CHOOSE FROM:

- Monetise Retain Acquire
- Developer Toolkit
- Indie Strategies
- PC Connect
- XR Connects

PRICE: \$10,000

HALF DAY OR LESS:

CHOOSE FROM:

- Global Publishing
- Industry Trends
- Influencers
- eSports
- Show Me The Money (London only)

PRICE: \$6,000

PACKAGE AS PER **HALF DAY**, WITH ADDITION OF:

- Video showreel: 2x extra slots during the track schedule on the big screen
- 3x extra standard passes
- Silver level branding – both digital / at show

PACKAGE INCLUDES:

- 1x full speaker slot (keynote session) or panel seat during track
- Video show reel: Up to 2x slots during the track schedule on the big screen (1x slot for quarter / 2x slots for third)
- 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 (or in line with wider sponsorship package, whichever is greater) – both digital / at show
- 2x standard passes



BIG INDIE LOVE PACKAGES

Place your brand and team amidst of all Indie Developer activities at PG Connects and connect with all indie developers via the Big Indie Zone (expo), Very Big Indie Pitch, and dedicated Indie content track.

LEAD PARTNER:

PRICE: \$25,000

PACKAGE INCLUDES:

- Branded 'chill-out lounge' within the Indie Showcase expo (sofas, beanbags, low tables, charge points) – medium size booth shell can be included if required
- Gold level sponsorship of Very Big Indie Pitch (choose from Mobile, PC or XR pitches) – for full benefits see p16
- Track sponsorship of Indie track (full day track) – for full benefits see p11
- Company logo on branding equivalent to Platinum level (or in line with wider sponsorship package, whichever is greater) – both digital / at show
- 1x pre and 1x post-event company spotlight articles on PocketGamer.biz
- Video Interview on-site at show for PocketGamer.biz

PASSES:

- 10x standard passes (includes use of our meeting system (Pitch & Match), after-party invitation, access to all talks)
- 2x VIP passes (provides access to VIP meeting room and VIP lunch both days)
- Note: The passes above replace any pass allocation listed on individual VBIP, Track sponsorships, etc

All prices are in USD unless otherwise stated.



BADGE, LANYARD AND WIFI SPONSORSHIP

Available as standalone or a group package.

PRICES:

- Lanyards **SOLD OUT** \$5,000
- Badges **SOLD OUT** \$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.

INDIE PITCHES FOR MOBILE, XR & PC GAMES

The Very Big Indie Pitch is our special edition format only at PG Connects, with up to 60 developers pitching across 3 platforms (Mobile, PC, and XR games) at 3 dedicated pitch events over the two-day event, followed by an onstage presentation session at the end each day.

Since launch in 2013, we've delivered over 50 very successful Big Indie Pitch events all around the world, in cities from Shanghai, San Francisco and Helsinki to Berlin, Krakow and Bangalore. Every year we add new cities and partner with new industry events.



WHO SHOULD GET INVOLVED?

- Any organisation looking to align your publishing services, developer program, raise awareness of your brand or new product and of course to engage with indie developers who are actively developing content.
- Many sponsors work with us to find new games, forge new studio relationships, and simply to connect with a high volume of developers and games during a half-day session (very convenient).

MOBILE GAMES MEDIA PARTICIPATION

We've hosted over 50 different media outlets, independent journalists and bloggers to take part as judges such as: Pocket Gamer, PocketGamer.biz, AppSpy,

148Apps, The Guardian, Wired, Bit-Tech, Rock Paper Shotgun, Gamasutra, IGN, Droidgamers, Touch Arcade, Slide to Play, VentureBeat, AppAdvice, Cult of Mac, Edge, GamesRadar, VideoGamer... and many more.

ARTICLE FEEDS

In 2017, we launched the Big Indie Pitch website where all things pitch-related can be found. Upcoming / previous events, games showcase video gallery, content submissions, and judge listings. You can also read all about each pitch on our news sites PocketGamer.biz and Pocket Gamer.

● INDIE PITCHES FOR MOBILE, PC & XR GAMES

SPONSOR THE VBIP

CHOOSE FROM:

- Exclusive (event buyout) **or** Gold co-sponsor

EXPO SPACE (during VBIP half day event only):

- Table (trestle style) with 4 chairs with power connectors.

PRE/POST-EVENT BRANDING & BENEFITS:

- Up to 2x pitch Judge Seats (meet all developers, see pitches, provide feedback)
- Up to 10-min stage presentation time at pitch kick-off
- Include your prize in prize package for winner + 2 runners-up
- Be on stage for winner & runners-up presentation
- Company logo on all VBIP signage at event (posters, banners, roll-ups, etc)
- Company logo on show branding either as VBIP sponsor or associate sponsor of event
- Listed as VBIP sponsor on all VBIP digital promotions and website listings
- Access to developer contact details (post-event)

PRESS / PR:

- 1x company spotlight article on PocketGamer.biz

PASSES:

- PGC Ticket package: 8x passes (Exclusive), 4x passes (Gold)

EXCLUSIVE: **\$20,000**

GOLD: **\$10,000**

JUDGE SEAT ONLY

(includes PGC pass): **\$2,000**



All prices are in USD unless otherwise stated.

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 Global Connects Networking 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:

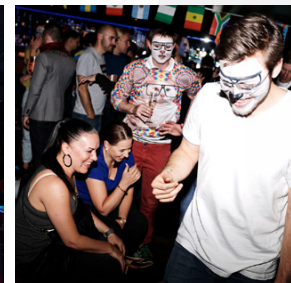
- Branded Badge Pickup registration / desk collection area (staffed by PGC Team)
- 'Pocket Gamer Dollar' ticketed drinks for all delegates (typically 2x free drinks per guest)
- Catering provided (buffet style/canapes)
- Logo branding on posters and popup banners
- Music/entertainment and photographer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





PG CONNECTS OFFICIAL AFTER 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
- Photo-booth 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 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 PG 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 PG 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:

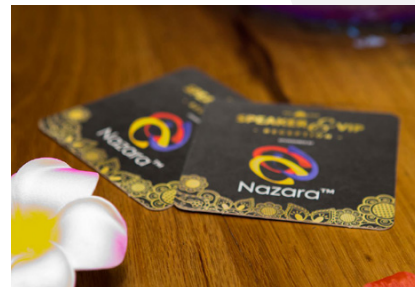
- Option to make a 'thank you' speech to guests
- Branded VIP drinks and catering and glass of fizz on arrival, VIP wristband bar tab open (typically 2-3 free drinks budget per guest)
- Logo branding on VIP Reception posters, banners, popup banners, etc
- VIP theme option
- Photographer provided
- Approx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

SPEAKER & VIP - RECEPTION -

PRICES FROM: \$10,000



All prices are in USD unless otherwise stated.



Specially discounted sponsorship packages are available for the following organisations and verticals:

INDIE DEVELOPERS

Available for studios with 15 or fewer staff and includes guaranteed entry to Very Big Indie Pitch.

EXPO SPACE:

- Poseur table + 2 Stools or trestle table + 2 chairs (includes power connections)
- On table-branding only

SHOW BRANDING:

- Company logo on website

PASSES:

- 2 passes

PRICE: £250

EDUCATION, GOVERNMENT, REGIONAL & TRADE ASSOCIATIONS

We're especially keen to receive applications from organisations who are able to bring international delegations that include developer studios, start-up businesses, university games course students from their region or country.

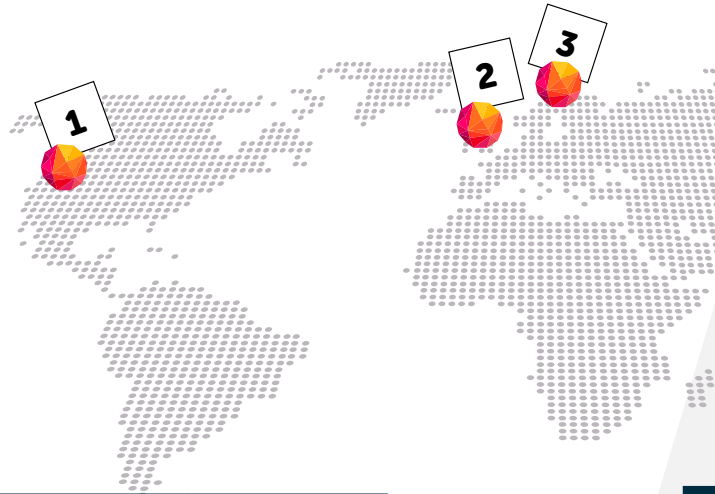
BENEFITS INCLUDE:

- Special discount from main sponsorship packages listed in this media pack
- Special discount for group ticket packages.

To submit an application for a special discount or Start-Up package, please email:

Lisa Bisset lisa.bisset@steelmedia.co.uk

MULTI-SHOW & GROUP TICKET BOOKINGS



MULTI-SHOW BOOKINGS

Package pricing is the same across all PG Connects locations and booking 2 or more events together will attract the following discounts:

- Book 2 PG Connects (any level) for **10% discount**
- Book 3 PG Connects (any level) for **15% discount**
- Book 4 PG Connects (any level) for **20% discount**



GROUP TICKET BOOKINGS (PER SHOW)

We welcome group ticket bookings and can offer the following group booking discounts:

- Book 5+ tickets for **20% discount**
- Book 10+ tickets for **30% discount**
- Book 20+ tickets for **40% discount**
- Book 30+ tickets for **50% discount**

To make your group booking please email: **Lisa Bisset** lisa.bisset@steelmedia.co.uk

“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

GET IN TOUCH



Chris James

MANAGING DIRECTOR
chris@steelmedia.co.uk



FOR ALL PG CONNECTS
SPONSORSHIP OR MEDIA
PARTNER ENQUIRES:

Lisa Bisset

lisa.bisset@steelmedia.co.uk



FOR EVENT MANAGEMENT &
LOGISTICS INFORMATION:

Sally Kevan

sally.kevan@steelmedia.co.uk



FOR ALL SPEAKER ENQUIRIES:

Patty Toledo

patty.toledo@steelmedia.co.uk

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

TO BOOK TICKETS:
www.pgconnects.com/helsinki/registration

www.pgconnects.com

INTRODUCING PC CONNECTS AND XR CONNECTS



The modern PC games industry is changing fast – digital distribution, increasingly ‘open’ stores, and new business models all provide new opportunities and challenges.

Working in tandem with our PCGamesInsider.biz b2b site, PC Connects is designed to explore and explain these trends, celebrate great achievements and best practice, and inspire PC game developers with both practical and conceptual sessions.

The event includes 4 dedicated tracks covering the latest business trends, marketing techniques, development insight, as well as uncovering the creative process behind some of the sector’s greatest games.

And that’s not including access to our cross-platform tracks covering subjects such as eSports, fund-raising, cryptocurrency/blockchain, and influencer marketing.

We also run the PC Indie Pitch that connects developers with publishers, investors and platforms, and showcase great new PC titles in the expo area.



A lot has happened in the VR world since we launched our successful VR Connects event and VirtualReport.biz website last year. Most notably we’ve seen the arrival of new distinct platforms in the form of Augmented Reality (AR) and Mixed Reality (MR).

To reflect this and other developments we’ve expanded our remit and relaunched XR Connects to cover the latest trends, tech, and opportunities on all these exciting platforms, as well as looking beyond games into the worlds of music, movies and TV, experiences, and education.

Our tracks now include a dedicated AR section, an industry trends element (including insights into where the financial opportunities are right now), a technical developer element, and an extended showcase space focusing on best practice in multiple industries and areas.

Naturally visitors will also be able to engage with the rest of the event, including cross-platform tracks covering subjects such as eSports, fund-raising, cryptocurrency/ blockchain and influencer marketing. We also run a dedicated XR Indie Pitch connecting developers with publishers, investors and platforms, and an expo area to try out some of the best XR experiences.

NEW
FOR 2018

INTRODUCING THE MOBILE GAMES AWARDS






The Mobile Game Awards aims to celebrate the best work done in 2017 by companies all across the mobile games ecosystem to help grow and improve our amazing \$50 billion industry.

Naturally the game developers themselves are centre stage, but there's a wide network of companies and services providing tools, data, and support to make it all possible – and all of these will get their deserved time in the limelight.

Which is why we'll be unveiling a total of 15 awards at a gala VIP evening in London's BAFTA 195 Piccadilly venue on 23 January and promoting the short-listed awards entries extensively before then across media, social media, and mailing lists.

By coming on board as a partner of the event you get to associate yourself and your brand with the crème-de-la-crème of the industry and gain extensive exposure before, during, and after the VIP event.

BENEFITS INCLUDE:

-  **Extensive promotional editorial, advertising, and social campaign to global mobile games industry – 150k web, 100k social media, and 50k mailings**
-  **Network with over 300 VIPs on the night**
-  **Post-event promotional campaign with stories, social media pictures, video and more**
-  **Silver-level branding on PG Connects brand materials at event and pre/post**
-  **4 standard passes for the event**

WHY SHOULD YOU GET INVOLVED?

Associating your company with the prestigious Mobile Games Awards offers a host of benefits before, during, and after the event

PRE-EVENT PROMOTION

We'll be promoting the Awards extensively in the days and weeks preceding the event which provides great profile for all associated brands, including:

- Inclusion on promotional stories on PocketGamer.biz (over 150k monthly industry visitors)
- Branding in advertising skins + banners on multiple SM Business Network channels
- Branding in multiple mailings to our industry database (50k+)
- Social media outreach (over 100k Twitter followers + 20k on Facebook)
- Wide press release campaign with dedicated article to announce partnership

VIP TREATMENT ON THE NIGHT

The awards event itself is obviously the pinnacle of exposure, with a host of benefits such as:

- Seats for you & colleague at Awards + reception/ after-party
- Network with 300+ of the leading mobile games development professionals
- Prominent branding on both physical and video channels on the night
- Branding on the big screen during the Awards
- Branding/advert inside the Awards guide
- Giveaway of promotional materials in attendee gift bag
- Additional drinks budget
- For some packages, the chance to present an award on stage

EXTENDED PROMOTION POST AWARDS

Naturally we'll be celebrating the Awards results after the event, meaning even more exposure, including:

- Inclusion in results stories on PocketGamer.biz
- Branding in results advertising skins + banners on multiple SM Business Network channels
- Message in 'thank you' mailer to all attendees
- Social media outreach (over 100k Twitter followers + 20k on Facebook)
- Inclusion in 'winners announced' press release

AGENDA

From
7:00pm

**NETWORKING
RECEPTION
WITH DRINKS +
BUFFET FOOD**

From
8:30pm

**ENTERTAINMENT
+ MOBILE GAMES
AWARDS**

From
9:30pm
Till late

**AFTER-PARTY
WITH DRINKS**

**THE STEEL MEDIA
BUSINESS NETWORK
REACHES:**



100k+
TWITTER FOLLOWERS



20k+
FACEBOOK FOLLOWERS



150k
INDUSTRY PROFESSIONALS
EVERY MONTH VIA
POCKETGAMER.BIZ



50k
ON DIRECT EVENTS
MAILING LISTS