



UK



USA



FINLAND



CANADA



INDIA

POCKET GAMER CONNECTS

THE global mobile games conferences



MEDIA PACK
SPONSORSHIP INFORMATION

www.pgconnects.com



FEATURING:

WHY SPONSOR?

- 1,500+ international delegates, speakers, and sponsors representing the entire mobile games ecosystem – from developers and media to top-level investors and triple-A publishers
- Up to 10 informative and inspirational conference tracks focusing on the hottest issues in the industry, including core content components such as:
 - Indie 'Apocalypse' - how to survive as an Indie Developer
 - Global Game Publishing (with regional focused talks)
 - Investor (Show Me The Money!) sessions with dedicated pitching event
 - UA and Monetisation
 - Future Trends: Next generation tech, VR, eSports & more
- Dedicated expo halls to showcase your products and services
- FREE 'Pitch & Match' meeting system for all delegates with dedicated meeting spaces

PREVIOUS PG CONNECTS ATTENDEES INCLUDE:



50%
C-LEVEL
EXECUTIVES



50+
COUNTRIES
REPRESENTED



4,000
MEETINGS
PER SHOW



60
DEVELOPERS
IN VBIP



OUR PREVIOUS SPONSORS INCLUDE:



“OUT OF ALL THE NUMEROUS EVENTS THAT I ATTEND EACH YEAR, PG CONNECTS STANDS OUT AS BEING ONE THAT NEVER FAILS TO DELIVER EXCELLENT ROI.”

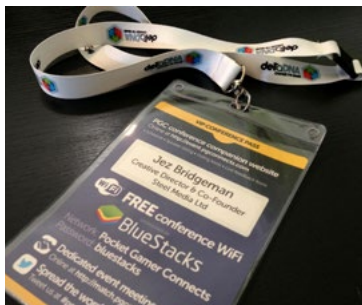
Laith Al Janabi Vserv

“WHATEVER WAS LEFT TO PERFECT AFTER LONDON WAS PERFECTED. IT WAS ALL EXECUTED VERY VERY VERY WELL. AN HONOUR TO HAVE PLAYED A PART IN ALL OF IT.”

Wilhelm Taht Rovio

“IN TERMS OF GETTING FACE TIME WITH PRESS, THAT WAS HANDS-DOWN THE SINGLE MOST IMPORTANT PRE-LAUNCH EVENT THAT WE PARTICIPATED IN THIS PAST YEAR.”

Amy Dallas
Developer of Skullduggery



SPONSORSHIP & GROUP TICKET OPPORTUNITIES



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER PANEL	SILVER BOOTH	BRONZE
SPEAKING	Up to 3 full speaker slots (10 mins per talk) or Dedicated conference session or workshop (up to 2 hours) 1x panel session	1x full speaker slot (10 mins per talk) 1x panel session	1x panel session	×	×
EXPO SPACE	Very Large Booth (approx 6mx2m) with power connections & furniture (table + 2 chairs + sofa)	Large Booth (approx 3x2M) with power connections & furniture (table + 2 chairs or sofa)	Trestle Table + 4 chairs with power connections	Large Booth (approx 3x2M) with power connections & furniture (table + 2 chairs)	Trestle Table + 4 chairs with power connections
PRESS/ MEDIA/VIDEO COVERAGE	3x video interviews with PocketGamer.biz team 2x Speaker Spotlight articles on PocketGamer.biz	1x video interview with PocketGamer.biz team 1x Speaker Spotlight article on PocketGamer.biz	×	×	×
CONFERENCE BRANDING (PRINT)	Highest level logo branding on signage + registration handout (sponsor to provide)	High level logo branding on signage + registration handout (sponsor to provide)	Medium level logo branding on signage + registration handout (sponsor to provide)	Medium level logo branding on signage + registration handout (sponsor to provide)	Logo branding on some signage + registration handout (sponsor to provide)
CONFERENCE BRANDING (DIGITAL)	Event website (logo + sponsor page) Logo + listing + Platinum level promotion in Event App Mailshots & promotions	Event website (logo + sponsor page) Logo + listing + Gold Level promotion in Event App Mailshots & promotions	Event website (logo + sponsor page) Logo + listing in Event App Mailshots & promotions	Event website (logo + sponsor page) Logo + listing in Event App Mailshots & promotions	Event website (logo + sponsor page) Logo + listing in Event App Mailshots & promotions
CONFERENCE PASSES	5x VIP / VIP Speaker passes (for your speakers) 10x standard passes	2x VIP / VIP Speaker passes (for your speakers) 6x standard passes	1x VIP Speaker pass (for your speaker) 4x standard passes	4x standard passes	2x standard passes
	\$40,000	\$16,000	\$8,000	\$8,000	\$4,000

All prices are in USD unless otherwise stated.

THE VERY BIG INDIE PITCH

In the past 3 years we've delivered 30 very successful pitch events, with at least 12 more planned in for 2016. On average, we host between 25 and 60 developers pitching at each Big Indie Pitch competition!

WHO SHOULD GET INVOLVED?

- Any medium / large organisation looking to engage with active and focused Indie Developers, mobile games press/media, and notable indie developer advisors & champions
- Align your brand, product, service, and message and reach engaged indie developers who are actively looking for partnerships, investment, and coverage for their games
- Typically 60+ Developers pitching

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

Live Article feeds
(PG.biz):

<http://www.pocketgamer.biz/tag/239/big-indie-pitch/>
(PG):

<http://www.pocketgamer.co.uk/big-indie-pitch>

FEATURES & BENEFITS:

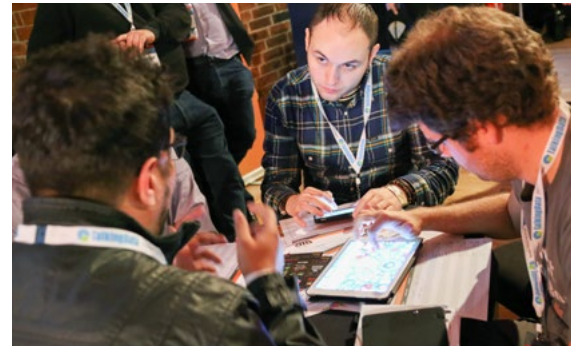
- Up to 4 pitch Judge Seats (meet all developers, see pitches, provide live feedback)
- Up to 10-min stage presentation time at Pitch kick-off
- Networking table set up during event (share collateral, biz cards, etc)
- Include prize in prize package for winner + 2 runners-up (we promote)
- PGC Ticket package up to **6 passes**

PRE/POST EVENT BRANDING:

- High-level branding on all digital VBIP promotions
- Post-event access to developer contact details

SPONSORSHIP OPTIONS:

Platinum:	Gold	Associate
\$12,000	\$10,000	\$POA





GLOBAL CONNECTS PARTY

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. The industry focused audience is an ideal environment for branding your products and services, and of course more quality networking time!

PRICE: **\$10,000** (Gold / Co-sponsor)

SPONSOR BENEFITS:

- Sponsor branding on posters, banners, and party props at the event
- Sponsor branding across all digital / physical party promotional materials
- Sponsor VIP list and special VIP area for staff/special guests
- Party theme, entertainment, and photographer all provided



PGC SPEAKER & VIP RECEPTION

This exclusive evening event provides an exclusive opportunity for the PG Connects main 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.

PRICE: **\$10,000** (Gold / Co-sponsor)

SPONSOR BENEFITS:

- Branding throughout the venue with an option of offering an exclusive gift to attendees
- Opportunity to make a presentation (5-10 mins) within the reception
- A personal 'Thank you' mailer to Speakers/VIPs post event

SPEAKER & VIP
- RECEPTION -

All prices are in USD unless otherwise stated.

OFFICIAL TRACK

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.

PACKAGE INCLUDES:

SPEAKING

- Speaker presentation during track (length TBC)

VIDEO/SHOWREEL

- 2 or 4 slots during the track schedule to show a video show-reel on the big screen (video/audio)

CONFERENCE BRANDING (PRINT & DIGITAL)

- Company swag / collateral on each seat in the track (provided by you, refreshed by us)
- Listed as 'Official Track Sponsor' on track schedule announcements
- Medium level logo branding throughout conference on signage
- Event website (logo + sponsor page). Logo in Event App, on mailshots & promotions

CONFERENCE PASSES

- 4 to 8 standard passes

PRICE FROM: **\$7,500**

Please contact us for more details.



SPEEDMATCH

The SpeedMatch is a great opportunity for publishers/investors to meet with a host of relevant developers who are actively seeking this support in a very focused short meeting format. The Steel Media team curate the selection, but there are opportunities to guarantee position at the event and also the chance for non-developers/publishers to have some branding and make a short presentation.

PACKAGES AVAILABLE:

PLATINUM OPTION

- 20 guaranteed meetings (5 mins per meeting)
- Poseur table with chairs
- Includes 2 VIP tickets
- SpeedMatch page on PG Connects display logo & sponsor section

PRICE: **\$5,000**

GOLD OPTION

- 20 guaranteed meetings (5 mins per meeting)
- Poseur table with chairs
- Includes 2 standard tickets
- SpeedMatch page on PG Connects display sponsor logo

PRICE: **\$3,000**



REGIONAL/TRADE ASSOCIATION

Specially discounted sponsorship packages are available for all Regional Groups and Trade Associations.

EXAMPLE PACKAGE:

- Regional / Trade Association Pavilion Style Booth available at a competitive discount, if booking at least 5 developer Showcase and/or Startup tables for your members.
- Package includes booth (with member tables positioned within/around) logo branding on all PG Connects promotions, plus standard tickets for up to 8 staff, plus 1 VIP ticket.

PRICE: POA



BRANDED 'AREA'

Coffee/Tea stands, VIP room/lunch, chill-out area all available for branding.

PACKAGE INCLUDES:

- Branded posters and/or suitable materials around the sponsored area

PRICE FROM: \$2,000

BRANDED COLLATERAL

PACKAGES INCLUDE:

- Lanyard, Wifi, or badge sponsorship

PRICE: \$3,000 per show

- Product placement / collateral giveaways

PRICE: \$2,000 per show



SPECIAL INDIE DEVELOPER & MEETING TABLE ONLY PACKAGES

PG Connects welcomes all Indie Developers and industry partners with limited budgets to select from very discounted Indie Showcase or Meeting Table Only packages. These packages are aimed at small teams to showcase their games, products, or services in our Expo with a simple table + ticket package.

INDIE DEVELOPER SHOWCASE TABLES

EXPO SPACE

- Choice of 1x Poseur Table + 2x chairs **OR** 1x 120x80x80cm (LxWxH) table with black cloth and 4x chairs. Includes power sockets + Wifi
- On table-branding ONLY

CONFERENCE BRANDING (PRINT & DIGITAL)

- Print: None
- Digital: Event website logo

CONFERENCE PASSES

- 2x Indie Developer tickets

PRICE: \$650

MEETING TABLE ONLY

EXPO SPACE

- 1x Small Table + 2x chairs with power sockets + Wifi
- On table-branding ONLY

CONFERENCE BRANDING (PRINT & DIGITAL)

- Print: None
- Digital: Event website logo

CONFERENCE PASSES

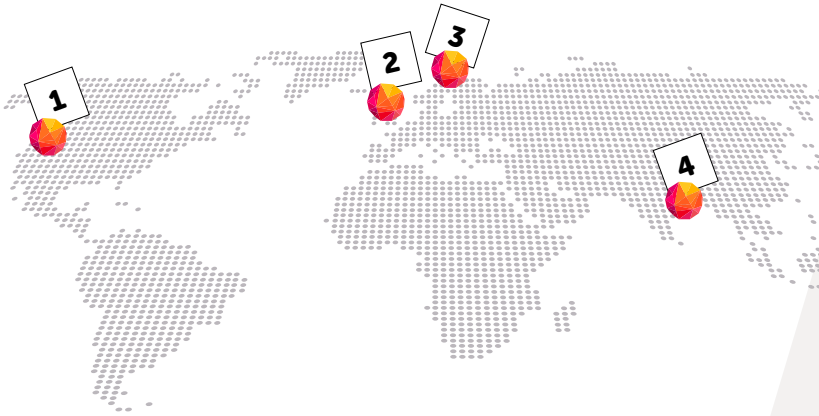
- 2x Standard passes

PRICE: \$2,500



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MULTI-SHOW & GROUP TICKET BOOKINGS



MULTI-SHOW BOOKINGS

Package pricing is the same across all 4 PG Connects locations and booking 2 or more shows together will attract the following discounts:

- Book 2 PG Connects (any level) for **15% discount**
- Book 3 PG Connects (any level) for **25% discount**
- Book 4 PG Connects (any level) for **35% discount**

Please contact us for details on making a multi-show booking.

GROUP TICKET BOOKINGS (PER SHOW)

Ticket pricing may vary across each PG Connects location, however, 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**

Please contact us for details on making a group ticket booking.

FOR EVENT INFORMATION, SPEAKERS, AND MEDIA PLEASE CONTACT:

Elsbeth Lawson elsbeth.lawson@steelmedia.co.uk

FOR ALL SPONSORSHIP ENQUIRES PLEASE CONTACT:

Lisa Bisset lisa.bisset@steelmedia.co.uk

www.pgconnects.com