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數碼港
Cyberport

CO-ORGANIZED BY
**animoca
BRANDS**

**BLOCKCHAIN
GAMER
CONNECTS**

Global Blockchain Games Conference

**POCKET
GAMER
CONNECTS**

Global Mobile Games Industry Conference

HONG KONG

**JULY
17-18
2019**

MEDIA PACK - SPONSORSHIP INFORMATION



www.pgconnects.com/hong-kong



EVENT INFORMATION

Date:	17-18 JULY 2019
Tracks:	16
Speakers:	120
Sessions:	100
Content:	55+ Hrs
Companies:	500+
Attendees:	750
Countries:	40+ (APAC, Europe, North America & other regions)
Platforms:	Mobile, PC, Console, XR, Blockchain, Others

WHY HONG KONG?

WHY WE'RE COMING TO HONG KONG

Hong Kong is an amazing city, full of culture, entertainment and thriving industry.

There's a genuine entrepreneurial spirit plus a very active investment climate and most of all the location truly embodies the meeting of East and West in close proximity with all the major Asian markets including Korea, Japan, SEA and of course mainland China but being easily accessible and familiar to western visitors.

The conference takes place at Cyberport, an awesome venue that brings together a host of the hottest start-up businesses with a brand new dedicated eSports facility. Like all events in the PG Connects series, we have two cracking days on offer packed full of engaging content tracks from 100+ of the brightest minds in the industry, two expo spaces, multiple fringe events and a free meeting system for all delegates.

1 TICKET, 2 EVENTS!

First launched in 2014, Pocket Gamer Connects (PGC) is an international b2b games conference. The packed two-day schedule covers critical topics, including industry trends, technical insights, new ways to monetize, and future growth opportunities. The event also has an expo zone with booths, a dedicated indie area, a free unlimited meeting system,



and networking events such as an Investor Connector session and a huge party.

Blockchain Gamer Connects (BGC) is PGC's dedicated blockchain games partner conference. Explore why blockchain technology has the potential to truly revolutionize the games industry, whether through the creation of a whole new category of dApps, enabling secondary markets for in-game digital assets, creating new models for rewarding players, or scores of other uses that are currently being conceived for both mobile and PC.

TYPE OF AUDIENCE

(GEOGRAPHY, INTEREST, EXECUTIVE LEVEL)

40+ COUNTRIES TYPICALLY REPRESENTED:

Asia-Pacific (APAC), Europe, North America, and other regions.

PLATFORMS:

Mobile, PC, console, XR and others.

TRUE FULL INDUSTRY CROSS-SECTION:

60-70% of attendees are developers (consistent for all PGC events around the world). Also in attendance are publishers, investors, monetization experts, service providers, app store reps, media, student devs and more.

GOOD FOR THE WHOLE TEAM:

Whether marketing, game development, partnerships, investment, business development, there's something for everyone.

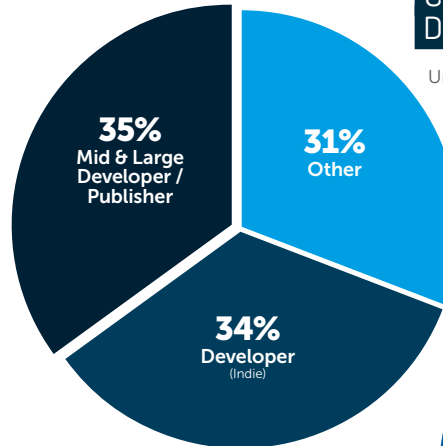
BROAD COMPANY REPRESENTATION:

From the biggest names in the industry to the most promising start-ups.

CONNECTING YOU WITH DEVELOPERS AND PUBLISHERS

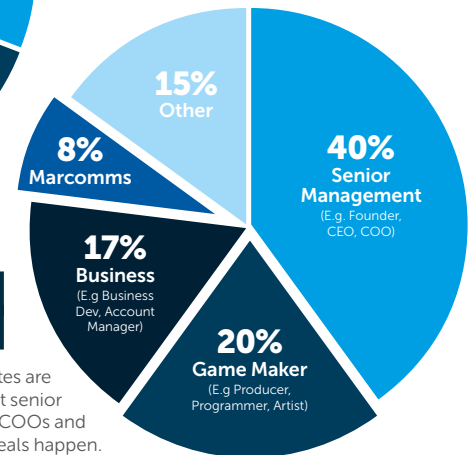
Unlike some events that see games as a sideshow, every one of our delegates is from the games industry. This represents a highly targeted demographic for any outreach activity.

More than half of our attendees are developers or publishers, with others including tools providers, platform holders, stores, investors and the media.



CONNECTING YOU WITH THE DECISION MAKERS

The majority of our delegates are C-level executives. You will meet senior management such as CEOs, COOs and founders that can make deals happen.



ESSENTIAL CONTENT FOR OUR HONG KONG EVENT

MOBILE TRACKS

PG Connects tracks feature instructive and inspirational talks from industry leaders:



MONETIZER

Make the most of mobile advertising, IAPS and other money-making opportunities.



INDIE TRACK

A dedicated content track focused on supporting and celebrating the indie game development scene.



WEST MEETS EAST

A spin on our usual global business track offering the latest news about the world's hottest markets, including how to publish Asian games in the West.



THE GROWTH TRACK

Essential insight into user acquisition, retention techniques, and how to grow your game.



TRADE TRENDS

Facts, figures and insight into the latest industry trends from around the world.



LIVE OPS

LIVE OPS LANDSCAPE

A track dedicated to explaining and improving your approach in Live Ops, the core of the mobile games world.



THE DEVELOPER TOOLKIT

Everything a growing developer needs: essential, practical advice about all aspects of game making.



ESPORTS + KOL

Game makers and eSports teams share competitive gaming insight. PLUS! What's new in the online video & social media marketing scene?



INSTANT GAMES & HYPERCASUAL

One-click games are growing and messenger platforms offer wider distribution...find out how to take advantage!



SUPERSTAR SESSIONS

And look out for highlighted keynote speakers! The biggest names, the brightest minds delivering unmissable insight into the hottest topics!

BLOCKCHAIN TRACKS

Seven brilliant blockchain tracks this year:



GAME MAKER SESSIONS

Go behind the scenes on real blockchain games.



BLOCKCHAIN TRENDS

Everything you need to know about blockchain technology - the opportunities and challenges both local and global.



BLOCKCHAIN BASICS

Practical tips for blockchain development: marketing, legal, community, and more!



FUNDRAISING

How to raise money for your next blockchain project: ICOs, ITOs, VC funds, NFT pre-sales, & more.



BLOCKCHAIN ECONOMIES

Essential advice on all aspects of making blockchain games: technical, creative, talent acquisition, and more.



TAKING BLOCKCHAIN MAINSTREAM

What challenges do we need to overcome for blockchain gaming to fulfil its mass market potential?



LINK TO THE FUTURE

What developers can expect from the future of blockchain - and where does the industry go from here?



FABULOUS FRINGE EVENTS

Aside from the talks, expo and meeting system there are multiple side events to consider:



THE BIG INDIE ZONE

An exclusive expo area within the conference dedicated to indie developers and their games. It offers developers the chance to pre-book a 2-day demo table (including conference passes).

TABLES START FROM \$650

Contact us: [see page 28](#)



SPEEDMATCH

Shortlisted developers and publishers connect face-to-face during a dedicated two-hour stint of speed-date style meetings. This curated meeting event takes place in a dedicated zone during the conference and is always popular.

PRICE ON APPLICATION

More details on [page 10](#)



INVESTOR CONNECTOR

Pre-selected companies looking for funding and investors get to connect one-on-one for 20 min meetings during the conference to discuss their potential collaboration.

PRICE ON APPLICATION

More details on [page 10](#)



THE VERY BIG INDIE PITCH

Indie game developers pitch to publishers, platforms, press and other industry pundits in a speed-dating style competition (confirmed pitchers get free entry to the conference).

PACKAGES FROM \$2,000

More details on [page 19](#)



PARTY & VIP RECEPTION

Let your hair down and keep the networking going after dark. Sponsors and speakers mingle with drinks and canapés, then everybody gets together for a huge party. Fun guaranteed.

PACKAGES FROM \$10,000

More details on [page 23](#)



MEET THE MEDIA

With our own publishing powerhouse behind us, our expert journalists will be on site for demos, interviews and other ways to raise awareness of your project. Why not book a video session?

PACKAGES FROM \$3,000

Contact us: [see page 28](#)

4 WAYS TO GET INVOLVED...

1

**SUBMIT A SPEAKING SESSION – MOBILE, PC,
BLOCKCHAIN OR XR:**

bit.ly/speaker-submission-form

2

ENTER OUR VERY BIG INDIE PITCH FOR MOBILE:

www.pgconnects.com/hong-kong/the-very-big-indie-pitch/

3

**PROMOTE YOUR LARGER COMPANY WITH A
BOOTH OR TABLE PACKAGE:**

See page 12 or email lisa.bisset@steelmedia.co.uk

4

**ANYTHING ELSE YOU WANT TO DO? SEND AN EMAIL TO
CHRIS JAMES IF YOU HAVE A COOL IDEA TO DISCUSS!**

See page 28 or email chris@steelmedia.co.uk

POCKET GAMER CONNECTS

Global Mobile Games Industry Conference

INTRODUCING POCKET GAMER CONNECTS – THE LEADING GAMES INDUSTRY EVENT IN LONDON, HELSINKI, SEATTLE, HONG KONG AND THE MIDDLE EAST

Pocket Gamer Connects is an international series of B2B events for the global games industry. First held in London in 2014, it's now the biggest mobile games industry event in Europe, as well as the biggest for games overall in territories that include the UK and Scandinavia.

Our shows are attended by up to 3,000 delegates from more than 50 countries on average, representing every sector from students and independent developers to publishers and platform holders. No other event puts you in touch with the entire industry like PG Connects.

Every two-day event features multiple conference tracks covering the critical issues for any games professional, from the latest industry trends and technical insights to new ways to monetise and future growth opportunities.

Alongside the seminar schedule, the vibrant show floor is joined by fringe events such as the Big Indie Pitch, Investor Connector and publisher panels as well as the Global Connects Party for networking after hours.

Each edition is bigger and better than the last as we continue to refine the offering with innovative content and respond to what our audience tells us they want.

A truly international series of events for the global games industry, Pocket Gamer Connects will broaden its horizons in 2019 to bring our unique blend of business, education, networking - and fun - to Hong Kong and the Middle East/North Africa region for the first time.



NEW TRACKS FOR 2019



PC REVOLUTION

A PC Revolution: Why 2019 is the year the PC games industry changes – forever



CULTURE CLUB

Grab the lowdown on how to build better companies for sustainable game development.



BLOCKCHAIN GAMING

Exploring cryptocurrency, how it works with games and how the current market looks.



GAME CHANGERS

Hypercasual games are thriving and instant messenger platforms offer wide distribution – discover how to take advantage.



LIVE OPS LANDSCAPE

A track dedicated to explaining and improving your approach to Live Ops, the ongoing core of the mobile games world.

WHY SPONSOR?



SUVI LATVA
NEOGAMES



ILKKA PAANANEN
SUPERCELL

WHO SPEAKS?

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

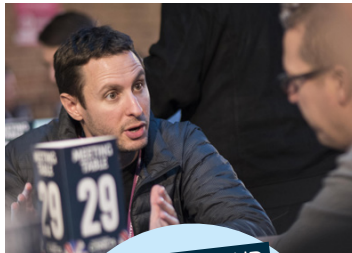


TONY PEARCE
REALITY CLASH

THE BIGGEST COMPANIES ATTEND AND SPONSOR



DO BUSINESS AT POCKET GAMER CONNECTS IN 2019



Games are fun, but they're also serious business. We get that. That's why we make it as easy as possible for every attendee to get what they want from our shows. Whether that's one-on-one meetings publishers, competing for investment, or taking part in a Big Indie Pitch, we do our best to make sure that every visit is beneficial to the businesses that attend.

We bring every part of the industry together under one roof and networking is a huge part of every Connects event. That's why we offer unlimited use of our online meeting scheduler completely free to every single delegate, speaker, sponsor and attendee. Our January 2019 London event witnessed nearly 9,000 registered meetings through the system - and we know that thousands more took place independently around the show.

"AN EXCELLENT AND PRODUCTIVE EVENT. I MADE SOME GREAT CONNECTIONS. WELL DONE AND SEE YOU AGAIN IN THE FUTURE!"

Elad Dory
Rovio Entertainment

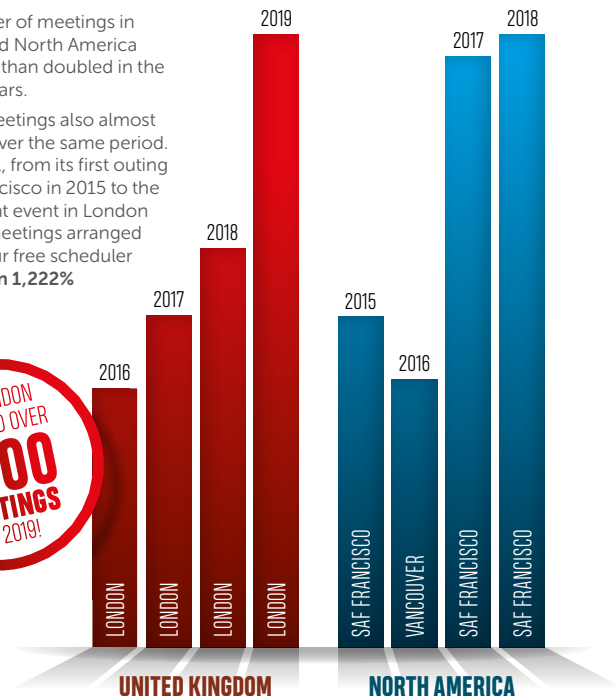
MEETINGS SCHEDULED AT PGC

YEAR-ON-YEAR INCREASE

The number of meetings in London and North America have more than doubled in the last four years.

Helsinki meetings also almost doubled, over the same period. And overall, from its first outing in San Francisco in 2015 to the most recent event in London this year, meetings arranged through our free scheduler have **grown 1,222%**

PGC LONDON
FEATURED OVER
8500
MEETINGS
IN 2019!



DEDICATED BUSINESS MATCH ACTIVITIES

There are business-focussed fringe activities that accompany every Pocket Gamer Connects. These curated sessions are very popular and are routinely over-subscribed



Indie devs are the lifeblood of the mobile games industry and Pocket Gamer Connects champions their work to our international audience.

Our hugely popular Big Indie Pitches will be back in force with indie devs competing to impress a panel of expert judges. The winners walk away with armfuls of prizes and online marketing worth thousands of dollars.



Our SpeedMatch sessions pair developers in rapid succession with investors in a series of speed-dating style meetings.

These short, sharp encounters enable first contact for you to follow up with a longer meeting if you find a potential partner. It's a shop window for devs to display their wares and a pipeline of prospects for anyone looking to sign up-and-coming talent.



New for 2019, the Investor Connector provides pre-selected applicants with one-on-one meetings with investors looking to spend the right kind of money in the right sector.

Featuring VCs, angel investors, grant officers and more, London saw 30 of the biggest brands in funding, as well as private individuals, looking for their next investment opportunity.



EXHIBIT & BRAND AT THE CONNECTS SERIES IN 2019

SPONSORSHIP OPPORTUNITIES AVAILABLE

- Expo packages •
- Content focussed packages •
 - Very Big Indie Pitches •
- Careers & recruitment packages •
 - VIP opportunities •
- Networking packages •
- Branding opportunities •
- Special discount groups •
- Multi-show discount options •
 - Group ticket bookings •

DIAMOND LEVEL SPONSORSHIP (1x Available)

DEDICATED BRANDING Choose from the following:	<ul style="list-style-type: none"> • Branded photo-booth at PGC after party or • Registration Area Sponsorship or Lanyards or Badges or WiFi
SPEAKERSHIP	<ul style="list-style-type: none"> • Superstar speaker session + Full speaker slot + Panel seat
EXPO SPACE	<ul style="list-style-type: none"> • Huge branded booth (approx 9m x 2m, or 18m²) • Booth panel branding included (side/back walls flush-fit included) <ul style="list-style-type: none"> • Power connections & wifi access • Furniture options: choose from sofas, low/high/trestle tables, stools, chairs
BRANDING & PROMOTION	<ul style="list-style-type: none"> • Prominent dedicated branded hanging banner in main expo hall (Diamond ONLY) • Highest level Diamond branding across all show signage, on event website and marketing promotions. • Registration gift/collateral share for all delegates (sponsor provides)
PR/ADVERTISING /SOCIAL	<ul style="list-style-type: none"> • Video Interview at show to be published on PocketGamer.biz • 2x dedicated articles on PocketGamer.biz (1 pre/1 post-event) <ul style="list-style-type: none"> • 2 weeks homepage takeover on PocketGamer.biz • 4x social pushes on Facebook or Twitter
TICKETS	<ul style="list-style-type: none"> • 6x VIP passes (access to VIP meeting room, lunch & VIP/Speaker Reception) <ul style="list-style-type: none"> • 6x standard passes • 50% discount code for 15x standard passes • 2x Mobile Game Awards 2020 tickets (London ONLY)
PRICE OPTIONS	<p>\$45,000</p> <p>\$35,000 (without booth)</p> <ul style="list-style-type: none"> • Add on a fringe event with a 40% discount

All prices are in USD unless otherwise stated.



PLATINUM LEVEL SPONSORSHIP

SPEAKERSHIP	<ul style="list-style-type: none"> • Full speaker slot + panel seat
EXPO SPACE	<ul style="list-style-type: none"> • Huge branded booth (approx 6m x 2m, or 12m²) • Booth panel branding included (side/back walls flush-fit included) • Power connections & wifi access • Furniture options: choose from sofas, low/high/trestle tables, stools, chairs
BRANDING & PROMOTION	<ul style="list-style-type: none"> • Very high level logo branding on event website and all event marketing promotions (includes company bio page) • Platinum level logo branding on all physical event signage • Registration gift/collateral share for all delegates (sponsor provides)
PR/ADVERTISING /SOCIAL	<ul style="list-style-type: none"> • Video Interview at show to be published on PocketGamer.biz <ul style="list-style-type: none"> • 1x dedicated article on PocketGamer.biz • 2 weeks top ad banner on PocketGamer.biz • 2x social pushes
TICKETS	<ul style="list-style-type: none"> • 4x VIP passes (access to VIP meeting room, lunch & VIP/Speaker Reception) <ul style="list-style-type: none"> • 4x standard passes • 50% discount code for 10x standard passes • 2x Mobile Game Awards 2020 tickets (London ONLY)
PRICE OPTIONS	<p>\$35,000</p> <p>\$25,000 (without booth)</p> <ul style="list-style-type: none"> • Add on a fringe event with a 25% discount

All prices are in USD unless otherwise stated.



SPONSORSHIP OPTIONS

	GOLD LEVEL SPONSORSHIP	SILVER PLUS LEVEL SPONSORSHIP (BOOTH)
SPEAKERSHIP	<ul style="list-style-type: none"> Full speaker slot or panel seat on relevant content track 	N/A
EXPO SPACE	<ul style="list-style-type: none"> Medium Booth (approx 3m x 2m) Includes: power connections and wifi access. Furniture: 1 poseur table and two stools (alternatives available) 	<ul style="list-style-type: none"> Medium Booth (approx 3m x 2m) with booth name-plate Includes: power connections and wifi access Furniture: 1 poseur table and two stools (alternatives available) <p>Booth branding not included</p>
BRANDING & PROMOTION	<ul style="list-style-type: none"> Gold level logo branding on event website, all event marketing promotions (includes company bio page) Gold level logo branding on all physical event signage 	<ul style="list-style-type: none"> Silver level logo branding on event website, all event marketing promotions (includes company bio page) Silver level logo branding on all physical event signage
PR/ ADVERTISING /SOCIAL	<ul style="list-style-type: none"> Video Interview at show to be published on PocketGamer.biz 1 dedicated article on PocketGamer.biz 1 social push (Facebook & Twitter) 	N/A
TICKETS	<ul style="list-style-type: none"> 2x VIP pass (access to VIP meeting room, lunch & VIP/Speaker Reception) 4x standard passes 50% discount code for 5x standard passes 	<ul style="list-style-type: none"> 5x standard passes 50% discount code for 5x standard passes
PRICE OPTIONS	<p>\$15,000</p> <p>\$18,000 (with booth branding 7 panel flush fit)</p> <p>\$10,000 (without booth)</p>	<p>\$10,000</p> <p>\$13,000 (with booth branding 7 panel flush fit)</p>

All prices are in USD unless otherwise stated.



WANT TO SPEAK?

Contact the sales team for this and other add-on options

SPONSORSHIP OPTIONS

"POCKET GAMER CONNECTS IS THE PERFECT MIX OF FRIENDLY DEVELOPERS, EXPERIENCED INVESTORS AND SESSIONS THAT HELP SOLVE CHALLENGES WE'RE CURRENTLY FACING."

Ben Barker
Location Games

	SILVER LEVEL SPONSORSHIP (TABLE)	BRONZE LEVEL SPONSORSHIP
EXPO SPACE	<ul style="list-style-type: none"> • Large trestle table with cloth (approx 180 cm) + 4 chairs • Includes: power connections and wifi access <p>Table branding not included</p>	<ul style="list-style-type: none"> • Small trestle table with cloth (approx 120 cm) + 4 chairs • Includes: power connections and wifi access <p>Table branding not included</p>
BRANDING & PROMOTION	<ul style="list-style-type: none"> • Silver level logo branding on event website, all event marketing promotions (includes company bio page) • Silver level logo branding on all physical event signage 	<ul style="list-style-type: none"> • Bronze level logo branding on event website, all event marketing promotions (includes company bio page) • Bronze level logo branding on all physical event signage
TICKETS	<ul style="list-style-type: none"> • 4 x standard passes • 50% discount code for 5x tickets 	<ul style="list-style-type: none"> • 2 x standard passes
PRICE OPTIONS	<p>\$7,000 (with table) \$6,000 (without table)</p>	<p>\$4,000 (with table) \$3,000 (without table)</p>

All prices are in USD unless otherwise stated.



WANT TO SPEAK?

Contact the sales team for this and other add-on options

SPONSORSHIP OPTIONS



<div>CONNECTS</div> <div>Global Mobile Games Industry Conference</div>	DIAMOND	PLATINUM	GOLD	SILVER PLUS	SILVER	BRONZE	EXPO CHILL OUT LOUNGE + Happy Hour Drinks	EXPO CHILL OUT LOUNGE
PRICE IN \$USD	\$45,000	\$35,000	\$15,000	\$10,000	\$7,000	\$4,000	\$15,000	\$12,500
MEGA BOOTH (9 metre x 2 metre / 18msq) Includes: <ul style="list-style-type: none">Booth panel branding (side/back walls flush-fit)Power connections and WiFi accessFurniture: choose from sofas, tables, stools, chairs	✔	•	•	•	•	•	•	•
HUGE BOOTH (6 metre x 2 metre / 12msq) Includes: <ul style="list-style-type: none">Booth panel branding (side/back walls flush-fit)Power connections and WiFi accessFurniture: choose from sofas, tables, stools, chairs	•	✔	•	•	•	•	•	•
STANDARD BOOTH (3 metre x 2 metre / 6msq) Includes: <ul style="list-style-type: none">Power connections and WiFi accessFurniture: high table + 2 stools	•	•	✔	✔	•	•	•	•
MAXI TABLE WITH CLOTH (1.8 metre) Includes: <ul style="list-style-type: none">Power connections and WiFi accessFurniture: 4 x chairs	•	•	•	•	✔	•	•	•
MIDI TABLE WITH CLOTH (1.2 metre) Includes: <ul style="list-style-type: none">Power connections and WiFi accessFurniture: 4 x chairs	•	•	•	•	•	✔	•	•
LOUNGE PACKAGE In either Big Indie Zone or Main Expo Zone Includes: <ul style="list-style-type: none">Power connections and WiFi accessStylish comfy sofas (approx 4) with coffee tablesSignposted device charging points	•	•	•	•	•	•	✔	✔
ADDITIONAL PRICE IN \$USD FOR BOOTH BRANDING	INCLUDED	INCLUDED	\$3,000	\$3,000	•	•	•	•
SPEAKERSHIP INCLUSION								
SUPERSTAR SPEAKER SLOT	✔	•	•	•	•	•	•	•
FULL SOLO SPEAKER SLOT	✔	✔	OPTION INC	•	•	•	•	•
PANEL SEAT SLOT (Join planned discussion)	✔	✔	OPTION INC	•	•	•	•	•
CONFERENCE PASSES (ACCESS ALL TALKS + MEETING SYSTEM)								
VIP / SPEAKER PASSES (VIP meeting room, hot lunch, VIP & Speaker reception)	6	4	2	•	•	•	1	1
STANDARD PASSES	6	4	4	5	5	2	4	4
30% DISCOUNT CODE For extra passes	6	5	3	2	1	•	2	2
MOBILE GAMES AWARDS INVITES (PGC London only)	3	2	1	•	•	•	1	1
PRE EVENT MARKETING								
LOGO ON PG CONNECTS WEBSITE (At sponsorship level)	✔	✔	✔	✔	✔	✔	✔	✔
DEDICATED SPONSOR PAGE On PG Connects website	✔	✔	✔	✔	✔	✔	✔	✔
DEDICATED MESSAGE In PG Connects mailers	✔	✔	•	•	•	•	•	•
LOGO ON PG CONNECTS MAILERS (At sponsorship level)	✔	✔	✔	✔	✔	✔	✔	✔
SPEAKER SPOTLIGHT ARTICLE ON RELEVANT SITE: <ul style="list-style-type: none">PocketGamer.BizPCGamesinsider.BizBlockchainGamer.Biz	✔	✔	✔	•	•	•	•	•
NUMBER OF SOCIAL PUSHES TO OUR CHANNELS (Twitter/Facebook)	4	2	1	•	•	•	•	•
EVENT MARKETING								
DEDICATED BRANDING OPTION See pages 20-21 Choose from: <ul style="list-style-type: none">Branded photo booth at the after-partyRegistration area sponsorshipLanyardsBadgesWiFiMeeting Table BrandingMeeting Point Branding	✔	•	•	•	•	•	•	•
LARGEST DEDICATED HANGING BANNER In main expo hall	✔	•	•	•	•	•	•	•
PLATINUM HANGING BANNERS Logo placement		✔	•	•	•	•	•	•
VIDEO INTERVIEW With PocketGamer.Biz <ul style="list-style-type: none">Available post eventPublished to our media channels	✔	✔	✔	•	•	•	•	•
SIGNAGE - INCLUDES LOGO (At sponsorship level)	✔	✔	✔	✔	✔	✔	✔	✔
SPONSOR COLLATERAL AT REGISTRATION DESKS (Sponsor provides)	✔	✔	•	•	•	•	•	•
POST EVENT MARKETING								
DEDICATED MAILER TO DELEGATES (Sent by us)	✔	•	•	•	•	•	•	•
ADVERTISING CAMPAIGN (CHOOSE SITE - POCKETGAMER.BIZ - PCGAMESINSIDER.BIZ - BLOCKCHAINGAMER.BIZ)								
HOME-PAGE TAKEOVER ON RELEVANT SITE (In weeks)	2	•	•	•	•	•	•	•
TOP BANNER ON RELEVANT SITE (In weeks)	•	2	•	•	•	•	•	•
SPONSORED FEATURE ARTICLE	✔	✔	✔	•	•	•	✔	✔
SPEAKERSHIP ADD-ON OPTIONS (INCLUDES SPEAKER PASS PER SPEAKER)								
FULL SOLO SPEAKER SLOT	ADD \$3,000							
PANEL SEAT SLOT (Join planned discussion)	ADD \$2,500							
SPONSOR CURATED PANEL (With panelist support)	ADD \$4,000							
FRINGE EVENT ADD-ON OPTIONS (SEE PAGES 15-19 FOR SPECIFICS)								
AFTER-PARTY (Evening 1)	ADD \$5,000		ADD \$7,500		ADD \$10,000		ADD \$7,500	
VIP & SPEAKER RECEPTION (Evening 1)	ADD \$5,000		ADD \$7,500		ADD \$10,000		ADD \$7,500	
BIG INDIE PITCH	ADD \$5,000		ADD \$7,500		ADD \$10,000		ADD \$7,500	
DISCOUNT IN \$USD TO REMOVE EXPO SPACE	\$10,000	\$10,000	\$5,000	•	\$1,000	\$1,000	•	•

CHILLOUT / LOUNGE AREA SPONSORSHIPS

We can create a relaxed meeting space at Pocket Gamer Connects that you can make all your own

BIG INDIE ZONE LOUNGE / MAIN EXPO LOUNGE

- **Branded Chillout/Lounge area** set up in a prominent location within the indie or main expo with comfy sofas, coffee tables and a signposted device charge table/point
- **'[Sponsor Name] Chillout Lounge'** will be logo branded on the floor plan/venue map for all delegates
- **Two branded roll-up banners** included for use in the space
- **Add-on option for Happy Hour Drinks** at your lounge available (cold beer buckets)

PRICE OPTIONS

\$10,000

\$13,000 (with Happy Hour drinks)

PRIVATE MEETING ROOM PACKAGES

- **Private furnished meeting rooms** for up to 20 people, with table water
- **Listed in the meeting system** for your registered team members
- Additional catering, tech/AV available on request

PRICE OPTIONS

\$POA

"AN AMAZING
CONFERENCE..."

Nimit Panpalia
Unity



All prices are in USD unless otherwise stated.

TRACK SPONSORSHIPS

FULL DAY OR HALF DAY TRACKS

- **1x** full speaker slot (keynote session) & **1x** panel seat during track
- Company swag/collateral on each seat in the track (provided by you, refreshed by us)
- **2-4x** video showreel slots, during the track on the big screen
- Company logo on big screen during intervals
- **Listed as Track Sponsor** on all relevant track announcements, PG Connects website/materials
- **VIP Speaker passes** for speaker(s)
- **2-4x** standard passes

PRICE OPTIONS

\$10,000 (full day)

\$6,000 (half day)



MICRO TRACKS

- **1x** full speaker slot (keynote session) **OR** panel seat during track
- Company swag/collateral on each seat in the track (provided by you, refreshed by us)
- **Listed as Track Sponsor** on schedule announcements and track listings and on PG Connects website / materials
- **VIP Speaker pass** for speaker.
- **2x** standard passes

PRICE OPTIONS

\$4,000



CURATED PANEL SPONSORSHIP

- **1x** chair your own panel discussion on a suitable track
- Curate your own speakers with/without our expert support
- Up to **5x** panelist seats + host
- VIP/Speaker passes for all panelists
- Logo branding on track/schedule listing

PRICE OPTIONS

\$4,000

ADD-ON SPEAKER SPONSORSHIPS

- Add a full speaker slot to Silver, Bronze or other branding sponsorships

PRICE OPTIONS

From **\$3,000**

● VERY BIG INDIE PITCH FOR MOBILE OR PC GAMES

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

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 actively developing content. Many sponsors work with us to find new games, forge new studio relationships or to simply to connect with a high volume of developers and games during a half-day session (it's very convenient).

DEDICATED BIP WEBSITE AND ARTICLE FEEDS

Check out our www.bigindiepitch.com website where all things pitch-related can be found, including 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 PocketGamer.com.

Choose from: **EXCLUSIVE** (event buyout) or **GOLD CO-SPONSOR**

EXPO SPACE (During VBIP half day event only)

- **1x** Table (trestle style) with **4x** chairs with power connectors

PRE/POST EVENT BRANDING & BENEFITS

- Up to **2x** Judge Seats on pitch (meet all developers, see pitches, provide feedback)
- **5-min presentation** slot at pitch kick-off
- Include your prize in prize package for winner + 2x 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 PG Connects branding either as VBIP sponsor or general event sponsor
- **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

PRE/POST EVENT BRANDING & BENEFITS

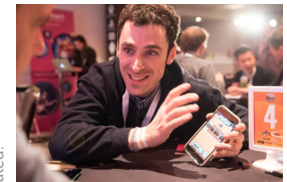
- PGC Ticket package **8x passes** (Exclusive), **4x passes** (Gold)

PRICE OPTIONS

\$30,000 Exclusive

\$10,000 Gold

\$2,000 Judge Seat Only



All prices are in USD unless otherwise stated.

CAREERS & RECRUITMENT SPONSORSHIPS

A superb way to reach a high number of developers and industry professionals with your company branding, messaging and open positions, supported by an online promotional campaign

CAREER WALL LEAD PLATINUM SPONSOR (1 only)

- **Prominent sponsor logo branding** across the top of the wall and either side of wall (via standees, etc)
- Up to **10x** featured A4 sized job listings on wall
- Inclusion of **10x** jobs on printed takeaway careers sheet
- Company logo, link and careers brief on article published on PocketGamer.biz and/or PCGamesInsider.biz
- **3x** featured jobs at top of jobs page www.pocketgamer.biz/jobs for **4 weeks**
- **4x PGC tickets** for your team
- Table with cloth + chairs (approx 120cm length) in main or indie expo

PRICE
\$5,000

CAREER WALL PROMINENT GOLD-SPONSOR (5 maximum)

- **Sponsor logo branding** across wall (at secondary level).
- Up to **5x** featured A4 sized job listings on wall
- Inclusion of **5x** jobs on printed takeaway careers sheet
- Company logo, link and careers brief on article published on PocketGamer.biz and/or PCGamesInsider.biz
- **1x** featured job at top of jobs page www.pocketgamer.biz/jobs for **2 weeks**
- **2x PGC tickets** for your team
- Table with cloth + chairs (approx 120cm length) in main or indie expo

PRICE
\$3,500



VIP SPONSORSHIP OPPORTUNITIES

Fancy something a little special? There are extra options that enable you to put your brand in front of VIP attendees throughout the event

VIP LUNCH SPONSOR (VIP Meeting Room)

- **2x roll-up banners** with your design/logo (either side of hot buffet table)
- **Company branded** banners/posters
- **Logo branded** napkins/menu cards
- **Logo on event floorplan**
- **Branded at Silver level** on PG Connects digital promotions and signage
- **Includes 2x VIP Tickets** to PG Connects

PRICE

\$10,000



ARTISAN COFFEE CART WITH BARISTA SPONSOR (VIP Meeting Room)

- **Logo branded** cups/napkins/menu cards
- **Branded at Associate level** on PG Connects digital promotions and signage
- Sales/marketing collateral placement in the space
- **Includes 2x VIP passes** to PG Connects

PRICE

\$6,000



CHILL-OUT SPONSOR (VIP Meeting Room)

- **2x professional massage therapists** with massage chairs
- **2x branded roll-up banner** either side of the massage space
- Sales/marketing collateral placement in the space
- **Branded at Associate level** on PG Connects digital promotions and signage
- **Includes 2x VIP passes** to PG Connects

PRICE

\$3,500



NETWORKING SPONSORSHIP OPTIONS

People attend Pocket Gamer Connects ready to network and make new contacts. It's in the spirit of the friendly games industry that this carries on once the lights go down!



OFFICIAL BADGE PICK-UP DRINKS (Evening 0)

- Nearby/walking distance of PG Connects venue
- Badge PickUp registration/desk collection area (staffed by PG Connects 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 marketing promotions (website, mailshots, social) and pre-event warm-up and post-event 'thank you' mailshots to all delegates

PRICE OPTIONS

\$17,500 (Exclusive)

\$10,000 (Gold)

"AN ESSENTIAL CONFERENCE FOR DEVELOPERS AND EMERGING PUBLISHERS IN A FAST-CHANGING GAMES MARKETPLACE."

Stu Dinsey
Curve Digital



HAPPY HOUR DRINKS Day 1 (5-6pm) or Day 2 (4-5pm)

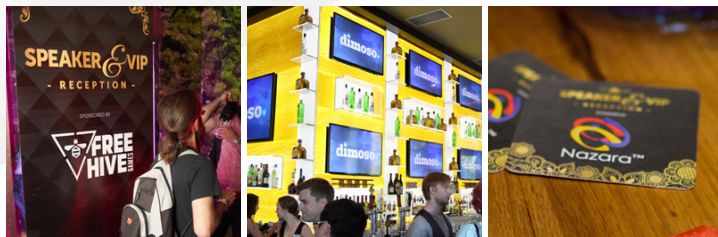
- Hosted either in main expo or at a sponsor's booth or lounge.
- Catered with cold beer buckets
- **Listed on conference schedule** as official <Sponsor> Happy Hour Drinks
- **Option to run a competition** with prize/giveaway from <Sponsor> to encourage participation (we can let delegates know at registration) with business card collection point set up
- **Promoted pre-event** and on event updates to all delegates
- <Sponsor> branded coasters or napkins

PRICE

\$3,500 add-on to any booth-level sponsorship

All prices are in USD unless otherwise stated.

NETWORKING SPONSORSHIP OPTIONS (CONTINUED)



OFFICIAL VIP & SPEAKER RECEPTION (Evening 1)

AT EVENT

- Option to make a 'thank you' speech to guests
- **Branded VIP drinks and catering**, arrival glass of fizz, VIP wristband bar
- Sponsor logo on VIP Reception print branding
- **Photographer** on site
- Option to collect business cards at entrance
- Approx **200 guest capacity**
- **2x** standard passes for PG Connects

PRE/POST EVENT

- Sponsor logo across all VIP Reception marketing promotions
- Sponsor message on pre-event warm-up and post-event 'thank you' mailshots
- Access to event photos

PRICE OPTIONS

- \$17,500 (Exclusive)
- \$10,000 (Gold)

SPEAKER & VIP
- RECEPTION -



OFFICIAL PARTY (Evening 1)



AT EVENT

- **Branded VIP area** for sponsor with dedicated drinks and catering
- 'Pocket Gamer Dollar' ticketed drinks for all delegates (or your design/logo)
- Sponsor logo on party print branding
- Party theme with fun props
- **Party DJ/entertainment** and photographer provided
- **Photographer** on site
- **Photo booth add-on available** (additional cost applicable)
- Up **750 guest capacity**
- **2x** standard passes for PG Connects

PRE/POST EVENT

- VIP listing for additional 20 guests (if not already attending PG Connects)
- Gold level branding on PG Connects brand materials at event and pre/post
- Sponsor logo across all after-party marketing promotions
- Sponsor message on pre-event warm-up and post-event 'thank you' mailshots

PRICE OPTIONS

- \$25,000 (Exclusive)
- \$15,000 (Gold)

All prices are in USD unless otherwise stated.

BRANDING & PROMOTIONAL SPONSORSHIPS

LANYARD SPONSORSHIP

- Logo/design on all lanyards
- Includes **2x standard passes** to PG Connects

PRICE
\$6,000



PHOTOBOOTH SPONSORSHIP (Main Expo Hall)

- Full range of Photo Booth style options from Open, Oval, Mirror to 180 with custom backdrops etc
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE OPTIONS

From **\$3,000** (1 day)
From **\$6,000** (Both days)

PITCH & MATCH SPONSORSHIP

- Your company logo prominently featured on landing page
- Your company profile featured at top of company listing (for meetings)
- Includes **2x standard passes** to PG Connects

PRICE
\$5,000

LUNCH SPONSORSHIP (Standard Delegates)

- Lunch stations with branded banners/posters
- Logo branded napkins / menu cards
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$6,000 (Both days)

WIFI SPONSORSHIP

- Your company name/ password used
- Includes **2x standard passes** to PG Connects

PRICE
\$6,000

MEETING POINT SPONSORSHIP

- Branded graphics at each meeting point – 3 points per show
- **Meet point branding** – a large roll-up banner or similar
- Includes **2x standard passes** to PG Connects

PRICE
\$4,000

BADGE SPONSORSHIP

- Logo on both sides of name badge (1 available)
- **2x standard passes** to PG Connects

PRICE
\$6,000

MEETING TABLE SPONSORSHIP

- **Branded Meeting Table Menu Cards** on each meeting table
- Includes **2x standard passes** to PG Connects

PRICE
\$5,000



BRANDING & PROMOTIONAL SPONSORSHIPS (CONTINUED)

COFFEE & TEA SPONSORSHIP (Main Expo)

- Tea and coffee stations with branded banners/posters
- Logo branded cups/napkins/ menu cards
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$7,500 (Both days)

BESPOKE INSTALLATION SPONSORSHIP

- Installation supplied and set up by sponsor (e.g. videogame pod, game character statue etc)
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
From **\$6,000** (Both days)

CHARGING STATION SPONSOR (Main Expo)

- Locker-style charging station with a screen that plays your ads/deck
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$5,000 (Both days)

RECEPTION/ENTRANCE AREA SPONSORSHIP (Venue dependant)

- Large branded banners/ posters along or above the reception desk
- Printed posters/banners hanging in hall/along stairs
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$7,000 (Both days)

PROMOTIONAL SPONSORSHIP

- Registration gift, product placement or collateral share (sponsor provides)
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **1x standard pass** to PG Connects

PRICE
\$3,000

MAIN VENUE STAIRS SPONSORSHIP (Venue dependant)

- Stairs between floors with branded strips between each step
- Large wall area with branded posters running up wall adjacent to steps
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$5,000 (Both days)

REGISTRATION AREA SPONSORSHIP

- Large branded banners/ posters along or above the registration desk(s)
- Registration gift/collateral share for all delegates (sponsor provides)
- **Branded at Associate level** on PG Connects digital promotions and signage
- Includes **2x standard passes** to PG Connects

PRICE
\$7,000 (Both days)

MAIN VENUE LIFT SPONSORSHIP (Venue dependant)

- Large branded poster strips on both lift doors (inside and out)
- **Branded at Associate level** on PG Connects digital promotions and signage.
- Includes **2x standard passes** to PG Connects

PRICE
\$4,000 (Both days)

SPECIAL DISCOUNT SPONSORSHIPS

INDIE DEVELOPERS

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

EXPO SPACE

- Small trestle table with cloth (approx 120 cm) + 4x chairs
- Includes: power connections & wifi access

BRANDING & PROMOTION

- **Developer-level logo branding** on event website, all event marketing promotions
- **Developer level logo branding** on all physical event signage

TICKETS

- 2x standard passes

PRICE OPTIONS

\$375 (£287 + VAT)

START-UP GAMES BUSINESSES

Available for teams with 5 or fewer staff who've been in business for less than 18 months

EXPO SPACE

- Small trestle table with cloth (approx 120 cm) + 4x chairs.
- Includes: power connections and wifi access

BRANDING & PROMOTION

- **Company logo branding** on event website, all event marketing promotions
- **Associate level logo branding** on all physical event signage

TICKETS

- 2x standard passes

PRICE OPTIONS

\$2,500 (Limited Availability)

CHARITIES IN GAMES OR RELATED SECTOR

Must be a registered charity with a specific focus/project/initiative within the gaming sector

EXPO SPACE

- Small trestle table with cloth (approx 120 cm) + 4x chairs
- Includes: power connections & wifi access

BRANDING & PROMOTION

- **Company logo branding** on event website, all event marketing promotions
- **Associate level logo branding** on all physical event signage

TICKETS

- 2x standard passes

PRICE OPTIONS

\$2,500 (Limited Availability)



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 from their region or country

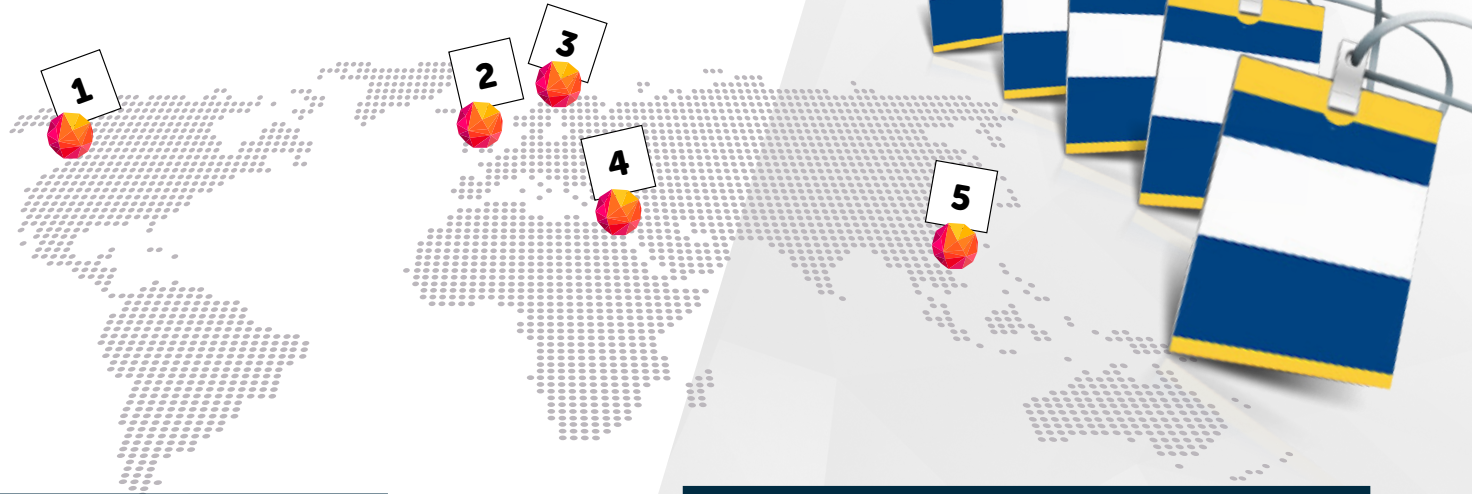
BENEFITS

- Up to **40% discount** from key sponsorship packages

PRICE OPTIONS

SPOA

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 **12.5% discount**
- Book 4 PG Connects (any level) for **15% discount**
- Book 5 PG Connects (any level) for **17.5% 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

GET IN TOUCH



Chris James

CEO

chris@steelmedia.co.uk



FOR ALL PG CONNECTS
SPONSORSHIP OR MEDIA
PARTNER ENQUIRIES:

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:
tinyurl.com/ConnectsSpeakerSubmission

TO BOOK TICKETS NOW:
www.pgconnects.com/seattle/registration

www.pgconnects.com

“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 – BOTH BUSINESS-WISE AND SOCIALLY.”

Timo Ylikangas
Kavio Cluster

"WE HAVE A CLOSED DEALS, PUBLISHING OR INVESTMENT, THAT HAVE STARTED FROM CONTACTS MADE IN PGC '16 OR '17 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