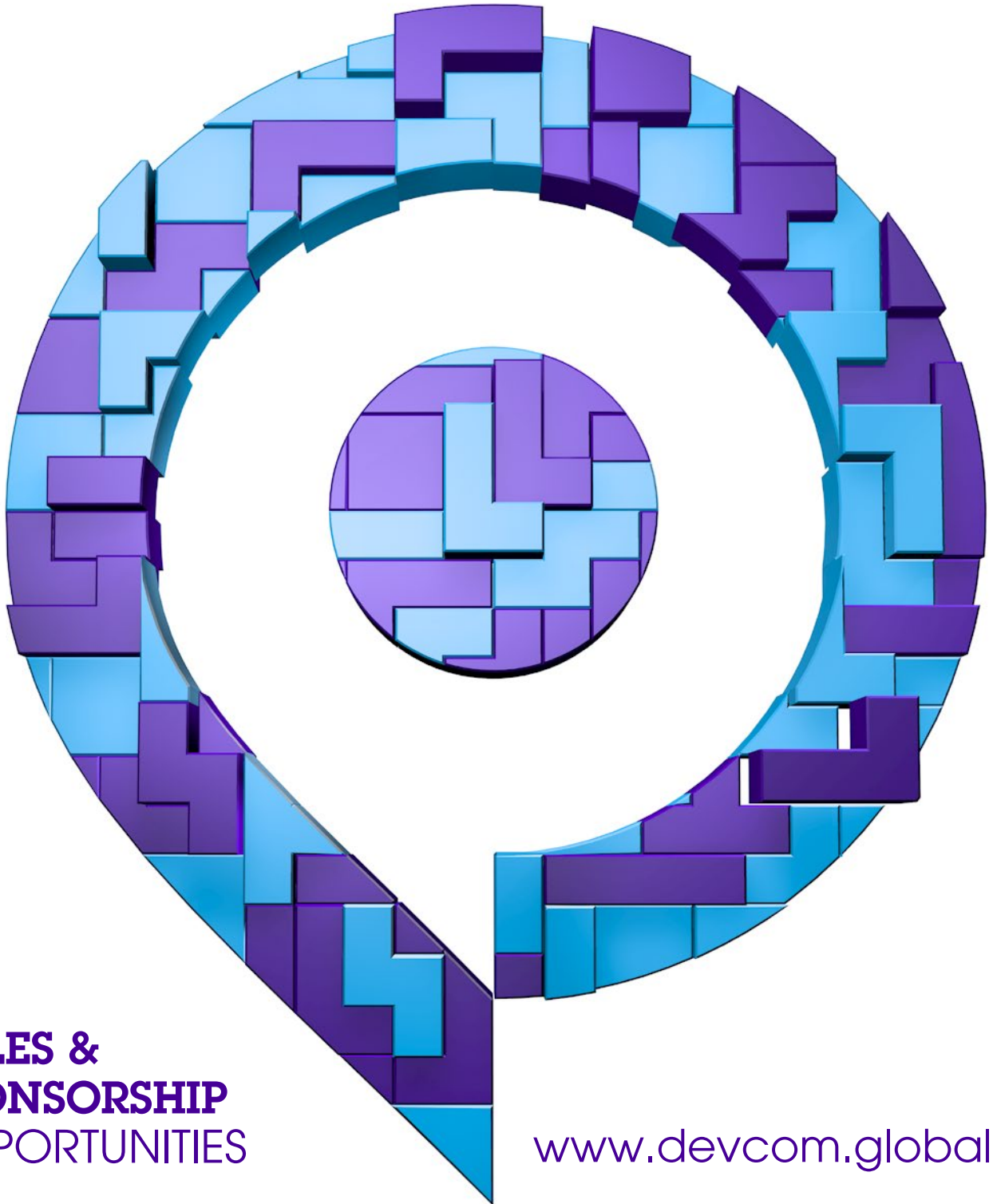




devcom

The official
**GAME
DEVELOPER
CONFERENCE**
of gamescom



**SALES &
SPONSORSHIP
OPPORTUNITIES**

www.devcom.global



gamescom



The Premier of the State of
North Rhine-Westphalia





3000 ATTENDEES



62% GAME DEVELOPERS



60+ INDIE TEAMS



84% FROM EUROPE



140+ SPEAKERS



100+ SESSIONS

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	STAGE 7	STAGE 8	STAGE 9	STAGE 10
DAVID HARRIS CEO, Epic Games How to build a successful indie game	AGATA BONDREK Head of Marketing Publishing: How to find the right publisher for your game	CHRISTIAN KÖNIGSMANN CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success	ANDRÉS BOCOCK CEO, Doozer The key to your game's success



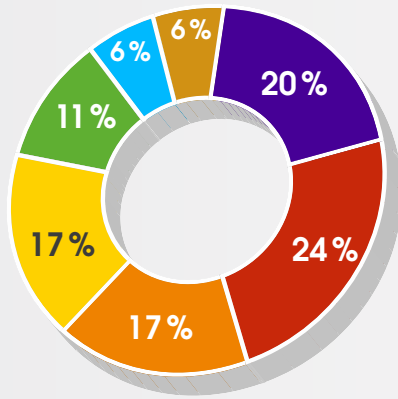
9 STAGES



250+ JOURNALISTS FROM 65 COUNTRIES

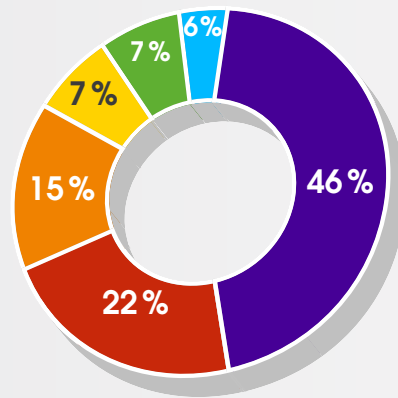


ATTENDEES' ROLE IN THE GAMES INDUSTRY



PRODUCTION-RELATED ROLE

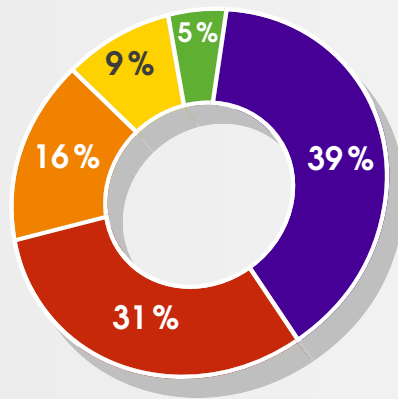
- Programmer
- Designer
- Artist
- Production and Project Management
- Writer
- Music and Sound
- Animator



NON-PRODUCTION-RELATED ROLE

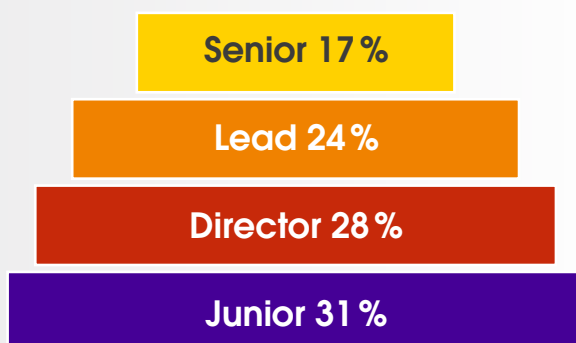
- Management
- Marketing and PR
- Sales and Business Development
- HR and Events
- Legal and Finance
- Localization and QA

PLATFORMS ATTENDEES ARE WORKING ON

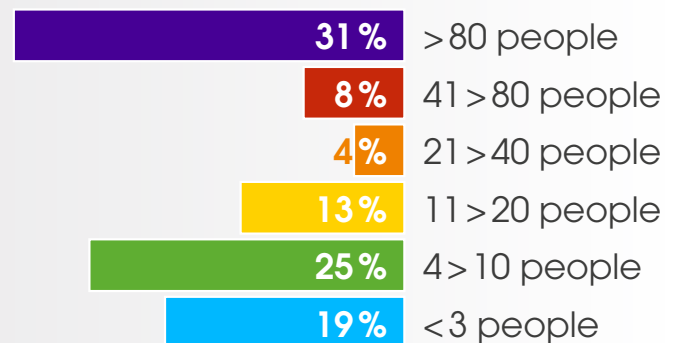


- Multiplatform
- PC
- Mobile
- Console
- AR/VR

SENIORITY



SIZE OF ATTENDEES' COMPANIES



2-DAY CONFERENCE

devcom focuses on topics related to game development, with a strong emphasis on:



Game Design



Audio Design



Narrative Design



Production & Team Management



Tech & Programming



Business & Marketing



Art & Visuals



Leadership

MASTER CLASSES

In 7–8-hour courses, renowned experts from the global games industry will share deeper insights into best practices on vital topics.

EXPO FLOOR

Looking for game developers? Either as partners, colleagues or clients? The devcom Expo Area offers exhibition booths as well as private meeting rooms to help you reach your target group.

FREE SNACKS & DRINKS

Because devcom is so much better without an empty stomach!

NRW GREEN INDIE EXPO

Play tomorrow's gems and meet the creators behind them.

EXCLUSIVE PRESS CONFERENCES

Any news you would like to share with media representatives? We've got the perfect room for you.

NETWORKING DINNER

A great way to connect with devcom speakers, exhibitors, sponsors and VIPs.

HEROES AWARDS

Join us as we present this year's award winners for outstanding achievement in the games industry.

SUNSET MIXER PARTY

The perfect finale to the first day of devcom - join our relaxed get-together for some cool drinks and conversations.

INDIE DEVELOPER NIGHT

With devcom coming to an end, our Indie Developer Night paves the way for five days of gamescom to come.



There are multiple ways for you to shine – here is what devcom offers:



PR COVERAGE

devcom reached
806.5 million unique users



A GROWING EVENT

35% annual attendance growth



KEY SESSIONS STREAM

5.4 million views,
770,000 unique viewers on
Twitch Developers

EXHIBITION SPACE



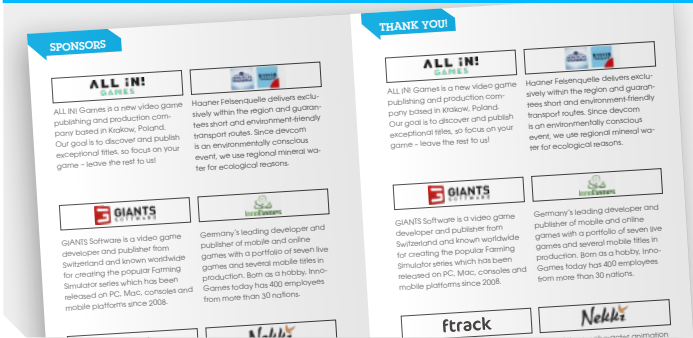
Boost your visibility by presenting your services & products onsite.

DEVCOM TV



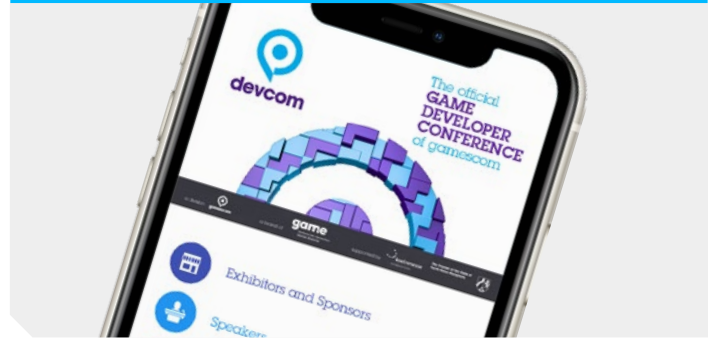
Your presence in our upcoming live-stream studio before & after the event.

ONLINE, ONSITE & PRINT VISIBILITY



Your logos, ads and interviews on our website and in our onsite brochure.

EVENT & MATCHMAKING APP



Your logos, banners & push notifications right within our event app.

CONFERENCE & PROGRAM

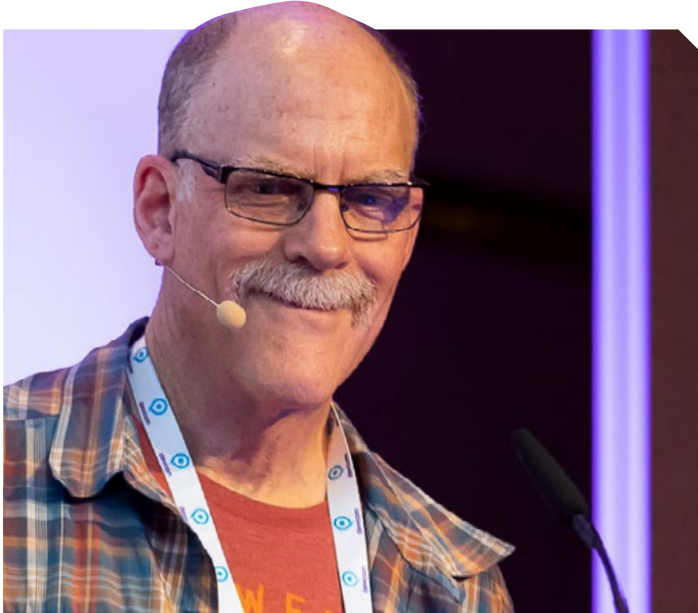


Brand a stage with your logo or go for a sponsored session in one of our tracks.

NEWSLETTERS & SOCIAL NETWORK



Your shout-outs to our community on all our communication platforms.



DAVID FOX

(Electric Eggplant)

I was so pleased to be a speaker at devcom 2019. I felt so welcomed by the staff, starting with clear email communications, the speaker dinner with excellent food and company, and the speaking events themselves. **I was blown away by the VIP GuestClub.**

I've never been to a conference with a special room that was this plush ... usually a conference room with a few tables and some old sandwiches! This was my go to place when I needed a moment to relax. And of course, the actual talks I gave ... the audience was enthusiastic, responsive (laughed at all our jokes!), and made us feel at home.

All in all, a first rate conference that sets the bar for all future conferences I will attend! Thanks again for inviting me to speak.



NOAH FALSTEIN



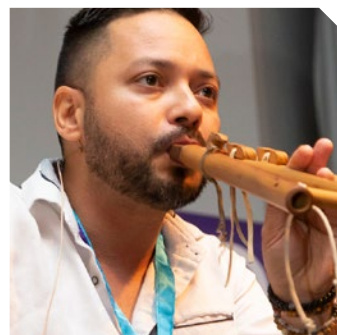
CHARLES CECIL



ANNE TOOLE



CORY BARLOG



BRIAN D'OLIVEIRA



ELENA NIKOLOVA



JACINDA CHEW



CRISTIAN PANA



SARALYN SMITH



JAN-BART VAN BEEK



CHRISTINA SEELYE

(Maximum Games / Modus Games)

“devcom is a valuable, well-managed extension of gamescom that would be **relevant for any developer, publisher, or industry professional** looking to create partnerships. The event provided Modus’ publishing business the opportunity to meet with numerous high-quality development studios and other potential partners. In addition, all of the speaking sessions were relevant and well-curated. We look forward to attending next year.”

DON DAGLOW

devcom is an exciting event that's been growing every year, with prominent speakers and passionate game developers. **It's a place where we get to discuss making great games and meet great new people**, and one of my favorite events on the calendar.



KATE EDWARDS

(Geogrify)

devcom has quickly become one of the must-attend game industry events in Europe, and I'm really looking forward to seeing how it continues to grow and serve the global community of game creators!














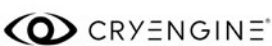














DAVID SANTIAGO

devcom was a great experience. I was able to speak with developers not only from all over Europe, but from all over the world. **It truly was a global community coming together to share ideas, perspectives, experiences and technology.** The conference staff and volunteers were great. The devcom team made this a wonderful event that I very much enjoyed.



► A selection of companies represented at devcom

► Sponsorship packages at a glance

SUPREME Visibility

Main Event	80,000€
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Become the devcom **Main Event Sponsor** and be present on all of devcom official channels!

FOOD & BEVERAGE

Food	40,000€
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Eco-Friendly Beverage	30,000€
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Cocktail Reception 2 available	15,000€ each
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Barista Coffee Stand	8,000€
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Grilled Sausages Stand	7,500€
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Ice Cream Stand	4,500€
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Fruit Bowls Stand	4,000€
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Beer Reception Stand 2 available	4,000€ each
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CONFERENCE Packages

Game Dev Summit	20,000€
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Opening Ceremony and Keynote Stage (500 PAX)	12,000€
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Big Stage (350 PAX)	9,000€
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Medium Stage (100 PAX)	6,000€
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Small Stage (70 PAX) 5 available	3,000€ each
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Workshop Room 2 available	2,000€ each
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Sponsored Workshop (2h) 2 available	4,500€ each
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Sponsored Talk (1h) 3 available	3,000€ each
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Sponsored Short Talk (30min) 6 available	1,500€ each
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NETWORKING Packages

Networking Dinner	50,000€
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Sunset Mixer Party	50,000€
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Indie Developer Night	50,000€
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HEROES Awards Ceremony	50,000€
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EVENT Packages

NRW Green Indie Expo Co-Sponsorship	35,000€
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VIP GuestClub	25,000€
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Event & MatchMaking App	15,000€
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WIFI Sponsorship	15,000€
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Registration Sponsor	15,000€
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Business Area	10,000€
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Chillout Lounge	8,500€
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Outdoor Lounge (Piazza)	8,500€
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Eco-Friendly Goody Bag	8,000€
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Volunteers T-Shirt	5,500€
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Restroom Ads	5,000€
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Mobile Bike Booth	5,000€
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Lanyard	4,000€
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Charging Station	3,800€
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EXHIBITION

STARTING FROM

4 m²	4,300€
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6 m²	5,700€
------------------------	--------

12 m²	10,200€
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Build your own booth!	155€/sqm
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Private Meeting Room	4,000€/h
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NRW Green Indie Expo	1,000€
-----------------------------	--------

Press Conference Rooms	5,000€/h
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Additional ONSITE VISIBILITY available – CONTACT US!

MAPS

CONTACT

◀ **MENU**

Main Event
80,000€

As the devcom main event sponsor, your company's appearance will be omnipresent throughout the whole conference and grant you and your enterprise unmatched visibility – from your own booth over the program to logo placements on various items and channels.



► **EXHIBITION**

- 40m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour
- Sponsored Workshop: 2 hours

► **ONSITE VISIBILITY**

- Exclusive: logo on badge holder
- Logo on devcom entrance banner (street level)

► **ONLINE VISIBILITY**

- Logo on all devcom online tickets
- Logo on devcom ticket shop banner

► **EVENT & MATCHMAKING APP**
(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 2 mobile push notifications
- Featured sponsor
- Logo on all emails sent to participants
- 20 accounts to book meetings
- Sponsored ad placed on the main menu page

► **EVENT PROGRAM**

(in app, on website and onsite)

- Logo next to your sponsored talk and workshop

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page interview in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Your 1-hour exclusive video interview featured on the devcom home page

► **GOODY BAG**

- Merch in goody bag

Food
40,000€

There are several food stations dotted around devcom to distribute lunch bags to the 3000+ attendees during the 2 days. As a sponsor your brand will be omnipresent and unmissable.



► EXHIBITION

- 20m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► CONFERENCE

- Sponsored Talk: 1 hour

► ONSITE VISIBILITY

- Logo on devcom entrance banner (street level)

► EVENT & MATCHMAKING APP

(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► SPECIAL ITEMS

- Logo on all paper lunch bags and napkins
- Logo on all F&B areas
- Logo on menu cards

► EVENT PROGRAM

(in app, on website and onsite)

- Logo and a special mention next to the lunch time slot
- Logo next to your sponsored talk

► NEWSLETTER

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► DEVCOM TV

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► PRINT VISIBILITY

- 1-page interview in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► WEBSITE

- Logo on the Organic Food & Sustainability Partner related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► GOODY BAG

- Merch in goody bag

Eco-Friendly Beverage
30,000€

Throughout the 2 days of devcom hot and cold beverage stations with water, tea and coffee are available throughout the day to hydrate and/or energize the 3000+ attendees. As a sponsor, this is an easy and unique way to increase your brand visibility.



► **EXHIBITION**

- 20m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**
(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► **SPECIAL ITEMS**

- Logo on all F&B areas
- Coffee and tea
- Recyclable bottles and glasses only

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo next to your sponsored talk
 - Logo and a special mention next to the lunch time slot

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page interview in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the Eco-Friendly Beverage & Sustainability Partner related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

Cocktail Reception
15,000€

Price per Cocktail Reception
2 available

The best way to mingle and connect with leads, friends and clients over a delicious cocktail is during our well-attended cocktail reception. As a sponsor, you choose and name your cocktails and enjoy the atmosphere.



► **EVENT & MATCHMAKING APP**

- (Web and Mobile)
- Lead Retrieval feature: scan and capture all your leads!
 - 1 mobile push notification
 - Logo on the app sponsors page

► **SPECIAL ITEMS**

- Logo on email invitations sent to all participants
- Branded cocktail bar

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Sponsored cocktail reception added to the devcom official event and conference program
 - Logo and a special mention next to your cocktail reception in the event program slot

► **NEWSLETTER**

- Newsflashes and social media coverage

► **DEVCOM TV**

- 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- In-stream ad

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the devcom social events related page
- Your 30-minute exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

Barista Coffee Stand

8 000 €



Fruit Bowls Stand

4 000 €



Grilled Sausages Stand

7 500 €



Beer Reception Stand (x2)

4 000 €



Ice Cream Stand

4 500 €



► **EVENT & MATCHMAKING APP**

(web and mobile)

- Logo on the app sponsors page

► **SPECIAL ITEMS**

- Branded stand

► **PRINT VISIBILITY**

- Logo and short text in the devcom onsite brochure

► **SOCIAL MEDIA COVERAGE**

- Logo and text shared on all devcom social media channels

► **WEBSITE**

- Logo on website

Game Dev Summit
20,000€

devcom offers you more than just the chance to become part of the conference program: you can also design your own exclusive summit! Several hours for presentations, panels, roundtables, fireside chats and in-depth workshops give you the perfect opportunity to share your news, experiences, and best practices with our audience!

Proviso: all sessions are subject to advance review by the devcom advisory board.



► **CONFERENCE**

- Sponsored Talk: 4 hours
- Sponsored Workshop: 2 hours

► **EVENT & MATCHMAKING APP**
(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page

► **SPECIAL ITEMS**

- Branded stage

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Sponsored track with talks added to the devcom event and conference program
- Logo next to your sponsored track and talks

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the devcom Game Dev Summit related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

**Opening Ceremony
and Keynote Stage**
12,000€

The devcom program has multiple key happenings: Sunday morning's Opening Ceremony features our volunteers' choir, and two stellar keynotes, one each day, are high points.

Increased visibility is guaranteed: the keynote venue seats over 1 000, with additional standing room.



▶ **EVENT & MATCHMAKING APP**

- (web and mobile)
- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page

▶ **SPECIAL ITEM:**

- Branded stage
- Stage named for your company

▶ **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo and a special mention next to the Opening Ceremony and Keynotes slots in the devcom event and conference program

▶ **NEWSLETTER**

- Newsflashes and social media coverage

▶ **PRINT VISIBILITY**

- Logo and short text in the devcom onsite brochure

▶ **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

▶ **WEBSITE**

- Logo on the devcom Opening Ceremony and Keynotes Stage sessions related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

▶ **GOODY BAG**

- Merch in goody bag

Big Stage (350 PAX)
2 available – 9 000€ each



Sponsored Workshop (2 hours)
2 available – 4 500€ each



Medium Stage (100 PAX)
6 000€



Sponsored Talk (1 hour)
3 available – 3 000€ each



Small Stage (70 PAX)
5 available – 3 000€ each



Sponsored Short Talk (30 minutes)
6 available – 1 500€ each



Workshop Room (30 PAX)
2 available – 2 000€ each



- ▶ **EVENT & MATCHMAKING APP**
(web and mobile)
 - Logo on the app sponsors page
- ▶ **SPECIAL ITEMS**
 - Branded stage
- ▶ **SOCIAL MEDIA**
 - Logo and text shared on the devcom social media channels
- ▶ **PRINT VISIBILITY**
 - Logo and short text in the devcom onsite brochure
- ▶ **WEBSITE**
 - Logo on website

Networking Dinner
50,000€

250 international C-level decision makers, speakers and VIPs are invited for a fine-dining and networking experience on Saturday, the night before the devcom kick-off!



► **EXHIBITION**

- 30 m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**

- (web and mobile)
- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► **SPECIAL ITEMS**

- Exclusive location booked for 250 guests
- 3-course menu including wine
- Logo on menu cards placed on each table
- Sponsor's business cards placed on each guest's plate
- Logo on email invitations sent to all guests
- 20 free invitations to give away

► **GOODY BAG**

- Merch in goody bag

► **EVENT PROGRAM**

(in app, on website and onsite)

- Logo next to your sponsored talk
- Logo and a special mention next to the Networking Dinner slot

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

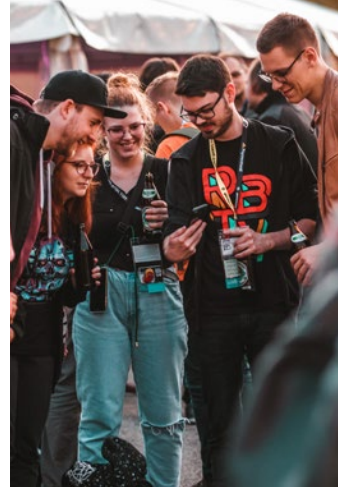
- 1 full-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the Networking Dinner related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

Sunset Mixer Party
50,000€

All attendees gather on Sunday on the devcom piazza for one of the most relaxed evenings of the week. This is the ideal occasion to strengthen your brand awareness and connect with potential leads.



► **EXHIBITION**

- 30 m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**

- (web and mobile)
- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► **SPECIAL ITEMS**

- Logo on email invitations sent to all participants
- Branded bar

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo next to your sponsored talk
- Logo and a special mention next to the Sunset Mixer Party slot

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page interview in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

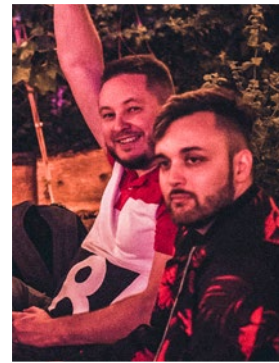
- Logo on the Sunset Mixer Party related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

Indie Developer Night
50,000€

Taking place on Monday, devcom Developer Night brings the event to an end. This is the perfect – and last! – chance this year to throw one of the week’s best parties and enjoy it with our developer community.



► **EXHIBITION**

- 30 m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**

(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► **SPECIAL ITEMS**

- Exclusive location booked for all participants
- Venue branded, with the option to run looped trailer
- Logo on email invitations sent to all participants

► **EVENT PROGRAM**

(in app, on website and onsite)

- Logo next to your sponsored talk
- Logo and a special mention next to the Indie Developer Night slot

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview’s audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the Indie Developer Night related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

HEROES Awards Ceremony
50,000€

The devcom HEROES Awards put a spotlight on the people behind the screen – a “Thank You!” to the creators and ambassadors taking games to where they are today. As a sponsor, you become part of the ceremony and profit from huge brand visibility.



► **EXHIBITION**

- 30 m² booth (space only)
- 20 passes (5 All Access Pass, 5 Business Pass and 10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**

- (web and mobile)
- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 20 accounts to book meetings

► **SPECIAL ITEMS**

- Branded stage
- Logo and a special mention are added to the devcom HEROES Awards video loop
- Logo on email invitations sent to all participants
- Sponsor’s business cards placed on each VIP table
- A 15-minute speech

► **GOODY BAG**

- Merch in goody bag

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo and a special mention next to the devcom HEROES Awards Ceremony slot

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview’s audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the devcom HEROES Awards Ceremony related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

NRW Green Indie Expo
Co-Sponsorship 35,000€

Some of the most talented indie teams will be presenting their games at the devcom NRW Green Indie Expo. As co-sponsor, you'll be helping cover travel and other expenses for these teams so they can attend devcom.



► **EXHIBITION**

- 20 m² booth (space only)
- 20 passes
(5 All Access Pass,
5 Business Pass and
10 Conference Pass)

► **CONFERENCE**

- Sponsored Talk: 1 hour

► **EVENT & MATCHMAKING APP**

- (web and mobile)
- Lead Retrieval feature:
scan and capture all your leads!
 - 1 mobile push notification
 - Logo on the app sponsors page
 - 20 accounts to book meetings

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo next to your sponsored talk

► **SPECIAL ITEMS**

- Logo on each Indie Booth
- 15,000€ of your sponsorship money goes towards travel/accommodation costs

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 1-hour exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- Overlay in-video ad

► **PRINT VISIBILITY**

- 1-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the NRW Green Indie Expo related page
- Your 1-hour exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

VIP GuestClub
25,000€

The VIP GuestClub is an exclusive lounge offering one of the best experiences you could possibly imagine having at an international event. Its high-quality catering, wide range of hot and cold beverages and its calm and comfy atmosphere will make you



forget you are not home! It is also where all the devcom speakers, exhibitors, sponsors and VIPs meet.

► **EXHIBITION**

- 10 m² booth (space only)
- 10 passes (5 All Access Pass, 3 Business Pass and 2 Conference Pass)

► **CONFERENCE**

- Sponsored Short Talk: 30 minutes

► **ONSITE VISIBILITY**

- Logo on devcom entrance banner (street level)

► **EVENT & MATCHMAKING APP**
(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page
- 10 accounts to book meetings

► **EVENT PROGRAM**

- (in app, on website and onsite)
- Logo next to your sponsored talk

► **SPECIAL ITEMS**

- Full catering incl. hot and cold beverages all day long during devcom
- VIP GuestClub branded incl. roll up banners, logo on napkins and logo on table
- Sponsor's business cards placed on each table
- Logo on menu cards

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- In-stream ad

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

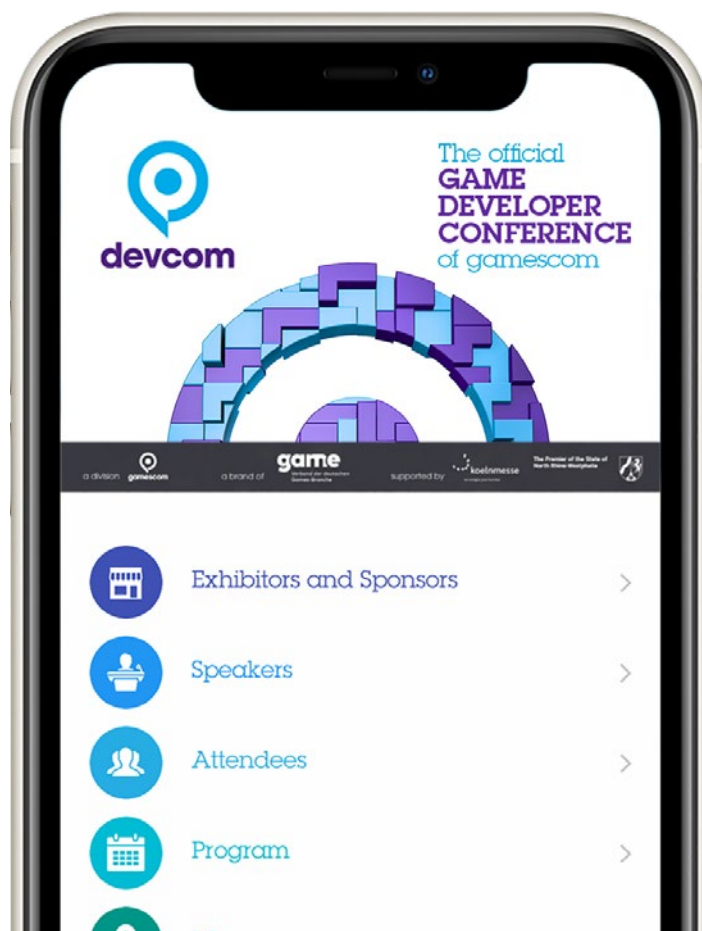
- Logo on the VIP GuestClub related page
- Your 30-minute exclusive video interview
- Logo on website

► **GOODY BAG**

- Merch in goody bag

Event & Matchmaking App
15,000€

The devcom Event & Matchmaking App is a web and mobile app allowing users to browse through the program, book meetings or connect with all 3 000+ attendees including speakers, developers and publishers. It is the central point of the devcom participant experience and a must for a successful event.



► **CONFERENCE**

- Sponsored Short Talk: 30 minutes

► **EVENT & MATCHMAKING APP**

(web and mobile)

- Exclusive: splash page
- Lead Retrieval feature: scan and capture all your leads!
- Logo on all emails sent to participants
- 1 mobile push notification
- Featured sponsor
- Sponsored ad on the app main menu page

► **EVENT PROGRAM**

(in app, on website and onsite)

- Logo next to your sponsored talk

► **NEWSLETTER**

- Exclusive newsletter and social media coverage
- Logo in newsletter footer used throughout the entire year

► **DEVCOM TV**

- 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- In-stream ad

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the Event & Matchmaking App related page
- Your 30-minutes exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

WiFi Sponsorship
15,000€

A must-have at a developer event! As our WiFi sponsor, not only will the network be named after your company but you will also define the password and choose the landing page.



- ▶ **EVENT & MATCHMAKING APP**
(web and mobile)
 - Lead Retrieval feature: scan and capture all your leads!
 - 1 mobile push notification
 - Logo on the app sponsors page

- ▶ **SPECIAL ITEMS**
 - Your company name as network name
 - Landing page of your choice
 - Password of your choice if desired

- ▶ **DEVCOM TV**
 - 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
 - Your interview's audio shared on the devcom podcast channels
 - In-stream ad

- ▶ **NEWSLETTER**
 - Newsflashes and social media coverage
- ▶ **PRINT VISIBILITY**
 - 1 half-page ad in the devcom onsite brochure
 - Logo and short text in the devcom onsite brochure

- ▶ **WEBSITE**
 - Logo on the devcom WiFi related page
 - Your 30-minute exclusive video interview featured on the devcom home page
 - Logo on website

- ▶ **GOODY BAG**
 - Merch in goody bag

Registration Sponsor
15,000€

As we all know, the first impression is what matters the most. As the devcom Registration Sponsor, your company logo will be sent out with every ticket confirmation mail, and be the very first thing our attendees see once they register for devcom.



► **EVENT & MATCHMAKING APP**

(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page

► **SPECIAL ITEMS**

- Short text inserted in ticket confirmation email
- Logo on ticket shop banner
- Logo on e-ticket
- Branded registration area

► **DEVCOM TV**

- 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- In-stream ad

► **NEWSLETTER**

- Newsflashes and social media coverage

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the devcom Registration Sponsor related page
- Your 30-minute exclusive video interview featured on the devcom home page
- Logo on website

► **GOODY BAG**

- Merch in goody bag

Business Area
10,000€

The Business Area is a dedicated space for participants to hold their meetings. It is filled with meeting tables, chairs and power supply for the best experience. As sponsor you become the connector and deal maker for all publishers, developers and decisions makers at devcom!



► **EVENT & MATCHMAKING APP**

(web and mobile)

- Lead Retrieval feature: scan and capture all your leads!
- 1 mobile push notification
- Logo on the app sponsors page

► **NEWSLETTER**

- Newsflashes and social media coverage

► **DEVCOM TV**

- 30-minute exclusive video interview shared on the devcom Twitch and YouTube channels
- Your interview's audio shared on the devcom podcast channels
- In-stream ad

► **SPECIAL ITEMS**

- Branded area
- Logo on all meeting table

► **PRINT VISIBILITY**

- 1 half-page ad in the devcom onsite brochure
- Logo and short text in the devcom onsite brochure

► **WEBSITE**

- Logo on the devcom Business Area related page
- Your 30-minute exclusive video interview featured on the devcom home page
- Logo on website

Chillout Lounge

8 500 €



Outdoor Lounge (Piczza)

8 500 €



Eco-Friendly Goody Bag

8 000 €



Volunteers' T-Shirt

5 500 €



Restrooms Ads

5 000 €



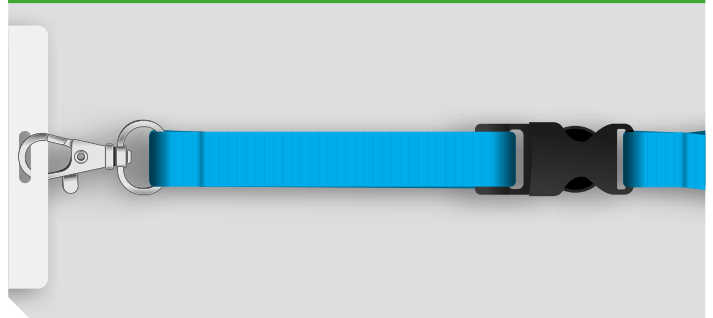
Mobile Bike Booth

5 000 €



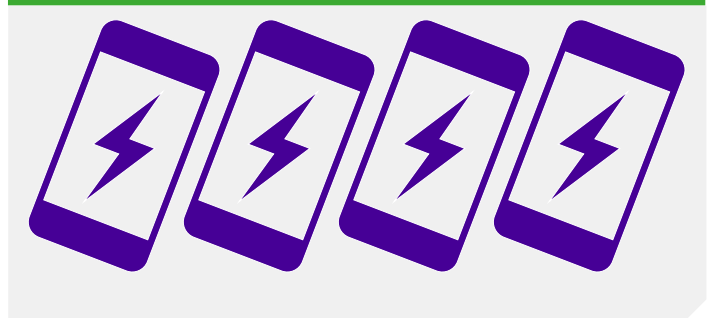
Lanyards

4 000 €



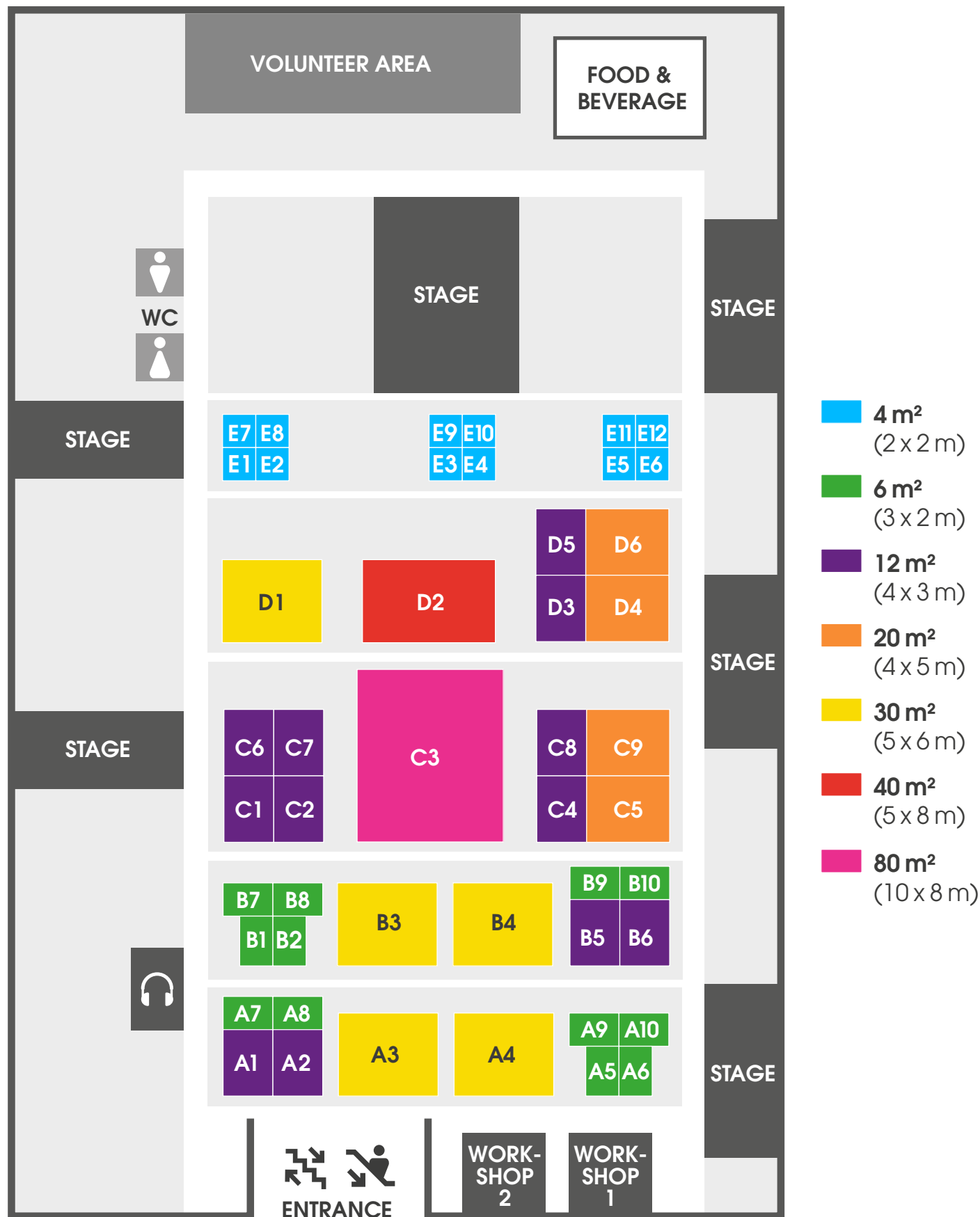
Charging Stations

3 800 €



- ▶ **EVENT & MATCHMAKING APP**
(web and mobile)
 - Logo on the app sponsors page
- ▶ **SPECIAL ITEMS**
 - Branded Stand
- ▶ **SOCIAL MEDIA**
 - Logo and text shared on the devcom social media channels
- ▶ **PRINT VISIBILITY**
 - Logo and short text in the devcom onsite brochure
- ▶ **WEBSITE**
 - Logo on website

The booth numbers shown are used for planning logistics and infrastructure. The final booth numbers will be assigned 4 weeks prior to the event.



4 m² Booth

Complete package with stand construction, furniture and branding.



▶ **4m² BOOTH STRUCTURE**

▶ **CARPET**

▶ **POWER SUPPLY**

▶ **BOOTH BRANDING**

- your banner on the 2 walls of your stand

▶ **1 TABLE AND 2 CHAIRS**

▶ **1 ALL ACCESS PASS**

▶ **2 BUSINESS PASS**

▶ **1 CONFERENCE PASS**

Mega Early Bird

Until 31/12/2020

4 300 €

Super Early Bird

Until 31/01/2021

4 850 €

Early Bird

Until 30/06/2021

5 350 €

Regular

From 01/07/2021

5 750 €

6 m² Booth

Complete package with stand construction, furniture and branding.



▶ 6 m² BOOTH STRUCTURE

▶ CARPET

▶ POWER SUPPLY

▶ **BOOTH BRANDING:** your banner on the 2 walls of your stand

▶ 1 ROUND TABLE, 4 BAR STOOLS AND 1 COUNTER

▶ 2 ALL ACCESS PASS

▶ 2 BUSINESS PASS

▶ 2 CONFERENCE PASS

Mega Early Bird

Until 31/12/2020

5 700 €

Super Early Bird

Until 31/01/2021

6 500 €

Early Bird

Until 30/06/2021

7 100 €

Regular

From 01/07/2021

7 700 €

12 m² Booth

Complete package with stand construction, furniture and branding.



▶ 12 m² BOOTH STRUCTURE

▶ CARPET

▶ POWER SUPPLY

▶ **BOOTH BRANDING:** your banner on the 2 walls of your stand

▶ 1 LONG TABLE, 4 BAR STOOLS AND 1 COUNTER

▶ 5 ALL ACCESS PASS

▶ 4 BUSINESS PASS

▶ 3 CONFERENCE PASS

Mega Early Bird

Until 31/12/2020

10 200 €

Super Early Bird

Until 31/01/2021

11 500 €

Early Bird

Until 30/06/2021

12 700 €

Regular

From 01/07/2021

13 700 €

Build your own booth!

Minimum booth size of 20 m². Use your own booth builder or a devcom trusted supplier.

20 m²
4x5m

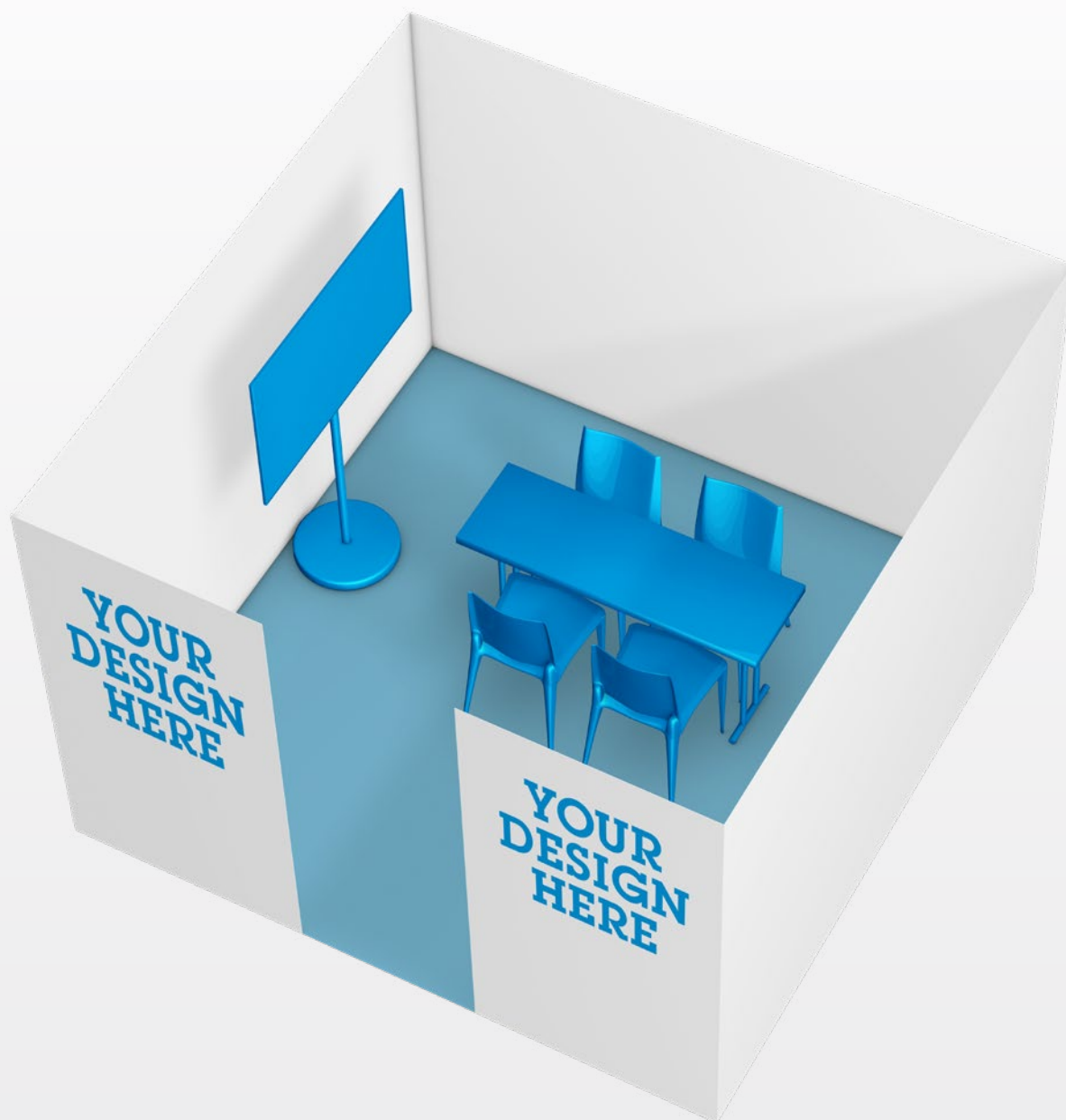
30 m²
6x5m

40 m²
8x5m

	Space Only	Space + booth building (with devcom booth builder)
Early Bird Until 31/01/2021	155€/m ²	355€/m ²
Regular From 01/02/2021	200€/m ²	400€/m ²

Private Meeting Room

Your private meeting room during the 2 days of devcom.



▶ **50-INCH MONITOR**
(HDMI connection)

▶ **1 TABLE, 4 CHAIRS**

▶ **POWER SUPPLY**

▶ **CARPET**

4,000 €

NRW Green Indie Expo

As a Game Developer Association or a Trade Agency you want to offer your members the best exposure.

The devcom NRW Green Indie Expo presents the best teams and games from around Europe and worldwide.

Individual applications must go through a jury selection process, but as a trade or association organization you can secure your spot!

Limited to 20 booths only!



▶ **4 m² BOOTH STRUCTURE**

▶ **CARPET**

▶ **POWER SUPPLY**

▶ **BOOTH BRANDING**

- your banner on the upper part of the front wall

▶ **1 HIGH TABLE AND 2 BAR STOOLS**

▶ **2 BUSINESS PASS**

1 indie booth

1 000 €

From 2 to 5 indie booths

**900 €
per booth**

From 6 to 10 indie booths

**750 €
per booth**

More than 11 booths

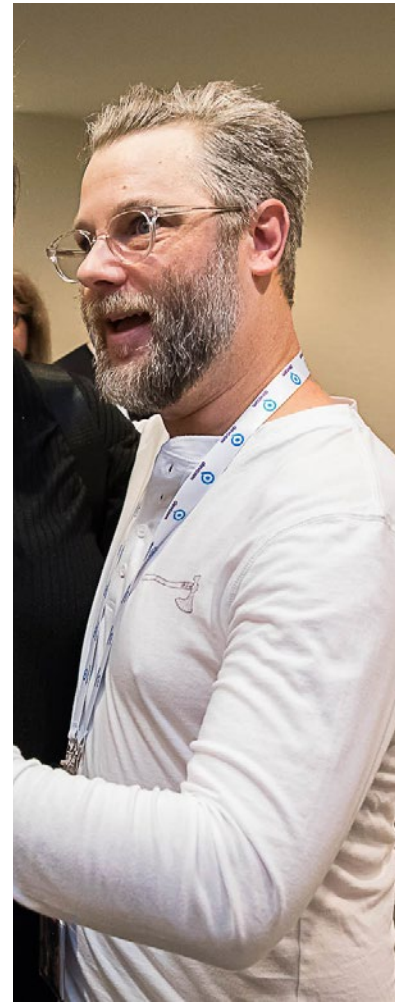
**550 €
per booth**

Press Conference Rooms

Over 250 journalists and media representatives attend devcom every year.

Hardly surprising that finding a room during devcom and gamescom week can be a nightmare.

Take advantage of our press conference rooms to boost your media exposure.



- ▶ AV + SOUND SYSTEM
- ▶ PODIUM WITH ARMCHAIRS AND COFFEE TABLE
- ▶ SEATING FOR 150 JOURNALISTS
- ▶ ACCESS TO ALL 250+ REGISTERED JOURNALISTS AND MEDIA REPS
- ▶ YOUR PRESS CONFERENCE COMMUNICATED TO ALL 250+ REGISTERED JOURNALISTS AND MEDIA REPS
- ▶ EXCLUSIVE NEWSLETTER AND SOCIAL MEDIA COVERAGE
- ▶ 1 ALL ACCESS PASS
- ▶ 1 BUSINESS PASS

5 000€/hour





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