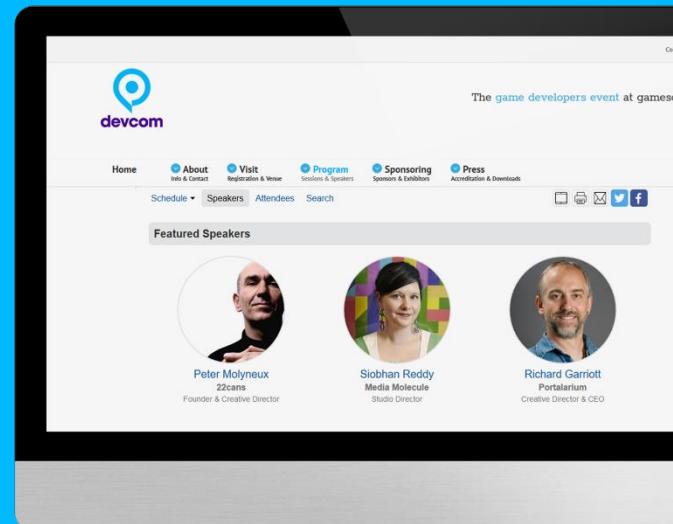
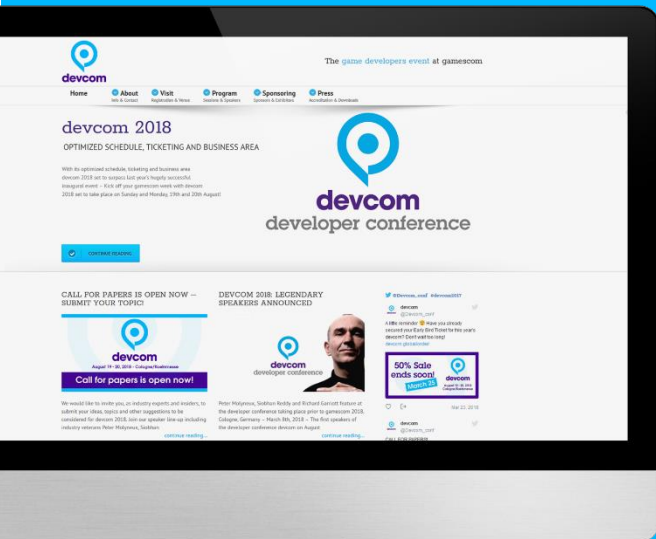


# devcom developer conference 2018

## Europe's biggest game developer conference



August 19 – 20, 2018 – Cologne/Koelnmesse

# devcom developer conference 2018

## Sales Sheet: Introduction

### What is devcom?

devcom is the game developer event at gamescom, the world's largest computer and video games event, focusing on game development, game publishing, networking and community building.

devcom is "*the calm before the gamescom storm*": Industry experts, decision-makers, developers and managers will gather in Cologne, Germany to share their knowledge in the areas of Virtual Reality, Mobile Games, Business, Programming, Monetization, eSports, Production and much more in a relaxed atmosphere two days before gamescom.

After its successful debut in 2017, the second edition of devcom will take place on August 19 – 20, 2018. Save the date – we are looking forward to welcoming you to devcom!



## Key Facts devcom 2017

### Europe's biggest game developer conference in a nutshell



Over 3.000  
visitors



350  
Journalists



Over 230  
Speakers



More than  
170 Sessions



10  
Stages

# devcom developer conference 2018

## Why you have to be there!

### Be part of devcom

- Expand your market
- Recruit new employees
- Promote your products
- Find new partners
- Create new business



# devcom developer conference 2018

## **Become a partner, sponsor or exhibitor**

With more than 3.000 game industry professionals attending, devcom is the ideal platform for you to grow your business – and we are here to support your goals.

Become a sponsor, exhibitor, or partner of devcom and choose from different offers or create an individual package with us, which is tailored to the needs of your company or product. Options include but are not limited to booths, meeting rooms, sponsored lectures, workshops and parties.

Take a look at some of our booth & sponsoring offers on the next pages, pick the ones you like and we will give you an additional free sponsor package with business tickets, advertising options, media coverage on our websites and in our magazines, depending on the size of your sponsorship.





# devcom developer conference 2018

## Special Sponsoring Opportunities



### Sponsored Talk

45 min. to talk about your game, cool tech or company!  
**3.000 €**



### devcom Party Sponsor

Want to be our exclusive partner? Talk to us about the details! **45.000 €**



### Sponsor „Indie Expo“

Take over the sponsorship of our popular Indie Expo!  
**45.000 €**

### Sponsored Short Talk

You have 25 min. to talk about a topic of your choice!  
**1.500 €**

### Workshop

120 min. on our workshop stage to educate and explain.  
**4.500 €**

### devcom Cocktail Reception

Have your own cocktail reception with a branded cocktail bar for **7.500 €**

# devcom developer conference 2018

## Special Sponsoring Opportunities



**devcom Beverage Sponsor**  
Everyone loves free coffee, softdrinks and beer!  
**50.000 €**



**devcom Speaker Dinner**  
Want to be the exclusive partner? Talk to us about the details! **45.000 €**



**MeetToMatch Sponsor**  
Brand the MeetToMatch area with your logo and giveaways!  
**25.000 €**

**Exclusive WiFi-Sponsor**  
Brand the wireless internet for our visitors on location.  
**25.000 €**

**devcom Beer Reception**  
Give free beer to the visitors and everyone loves you!  
**2.500 €**

**Didn't find anything you like?** No problem! We have a lot more sponsoring opportunities for you. Ask us!

## Our devcom Sponsor Packages

### Bronze Package

5.000 to 10.000 €

- Logo placement in print and online media
- Space for your roll-up at the venue
- 2 Business Passes
- Discount on additional pass reservations

### Silver Package

10.000 to 20.000 €

- Everything included in the Bronze Package
- 1 additional Business Pass
- Your merchandise in over 1.500 goody bags
- Your flyer/ marketing material in several flyer stands spread across the venue

### Gold Package

More than 20.000 €

- Everything included in the Silver Package
- 2 additional Business Passes
- Exclusive news posting on the Making Games website and Social Media
- 2 exclusive newsletters
- 1 banner in the venue

It's easy - the size of your sponsorship determines your package. For more info talk to us!



# devcom developer conference 2018

## Booth Package „Bronze“

### 4m<sup>2</sup> Booth

Complete package with stand construction, furniture & branding

Includes:

- Registration fee
- Proportional energy costs
- Proportional incidental costs
- Preparation of the construction plan and acceptance of the stand by the event manager
- Carpet
- Foiling (rear panel, 2 side panels)
- Furniture (table with panel, 2 chairs)
- Multiple plug (230 V)
- Including 1 Business Pass, 1 Conference Pass



#### Early Bird Sales

May 7 – 20:  
**3.929 €**

May 28 – July 8:  
**4.099 €**

July 16 – 22:  
**4.199 €**

Regular Price:  
**4.349 €**

## Booth Package „Silver“

### 9m<sup>2</sup> Booth

Complete package with stand construction, furniture & branding

Includes:

- Registration fee
- Proportional energy costs
- Proportional incidental costs
- Preparation of the construction plan and acceptance of the stand by the event manager
- Carpet
- Foiling (rear panel, 2 side panels)
- Furniture (round table, 4 chairs, 1 counter)
- Multiple plug (230 V)
- Including 1 Business Pass, 2 Conference Passes



#### Early Bird Sales

May 7 – 20:  
**6.499 €**

May 28 – July 8:  
**6.699 €**

July 16 – 22:  
**6.849 €**

Regular Price:  
**7.049 €**

## Booth Package „Gold“

### 18m<sup>2</sup> Booth

Complete package with stand construction, furniture & branding

Includes:

- Registration fee
- Proportional energy costs
- Proportional incidental costs
- Preparation of the construction plan and acceptance of the stand by the event manager
- Carpet
- Foiling (rear panel, 2 side panels)
- Furniture (round table, 4 chairs, 1 counter, 1 high table round/square, 4 bar stools)
- Multiple plug (230 V)
- Including 2 Business Passes, 2 Conference Passes



#### Early Bird Sales

May 7 – 20:  
**10.199 €**

May 28 – July 8:  
**10.499 €**

July 16 – 22:  
**10.749 €**

Regular Price:  
**10.999 €**

# devcom developer conference 2018

## Contact

We are looking forward to welcoming you as an exhibitor/sponsor/partner at devcom 2018!



### Sales & Sponsoring

sales@aruba-events.de  
Phone: +49 911-2872-341

info@aruba-events.de  
www.aruba-events.de

### Aruba Events GmbH

Marsiliusstraße 36  
50937 Köln

a division of



a brand of



organized by



supported by



supported by

