

# Tech & Tools Summit

June 9 & 10, 2021, online

The Premier of the State of  
North Rhine-Westphalia



game

koelnmesse



gamescom

## Tech & Tools Summit

June 9 & 10, 2021, online



# Summit Presentation Deck

Join us as partner / sponsor for devcom's Tech & Tools Summit and learn about your options to get the most out of your presence.

Find a summary of key facts and figures of the next summit hosted by devcom.

Get to know the Advisory Board which helps us to identify the most relevant tech topics and select the best fitting speakers for our event and audience.

## Summit Presentation Deck

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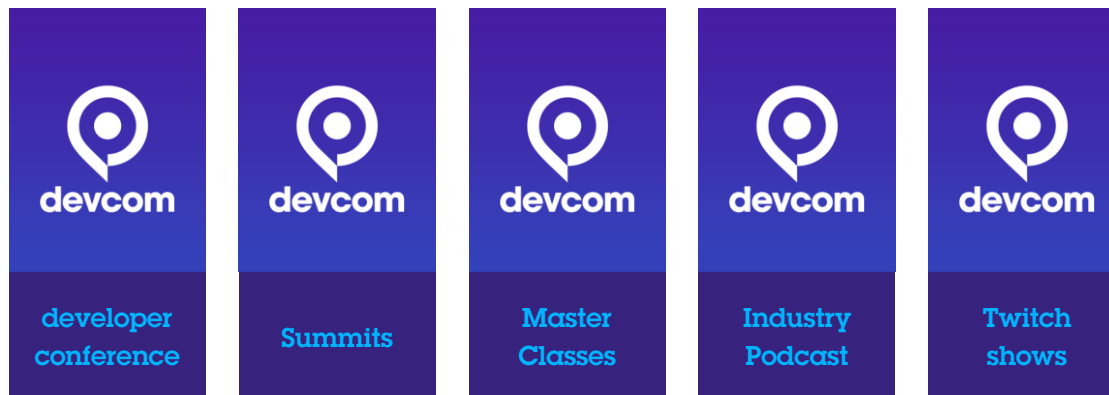


About devcom

# devcom and its formats

Established in 2017, devcom is the official game developer event of gamescom, the world's largest computer and video games event, and Europe's annual "must attend" developer's conference.

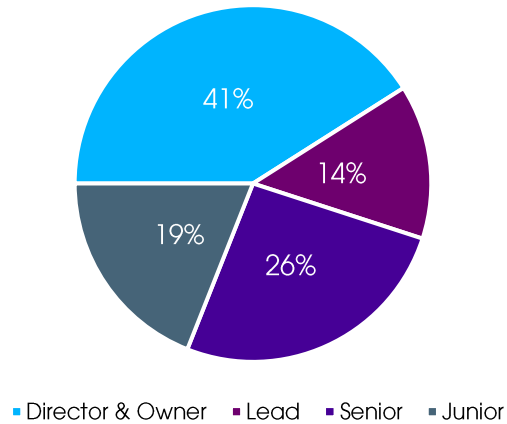
Originally started as a five-day umbrella framework for a series of events, devcom is now a full-year experience focused on game development, game publishing, networking and community building.



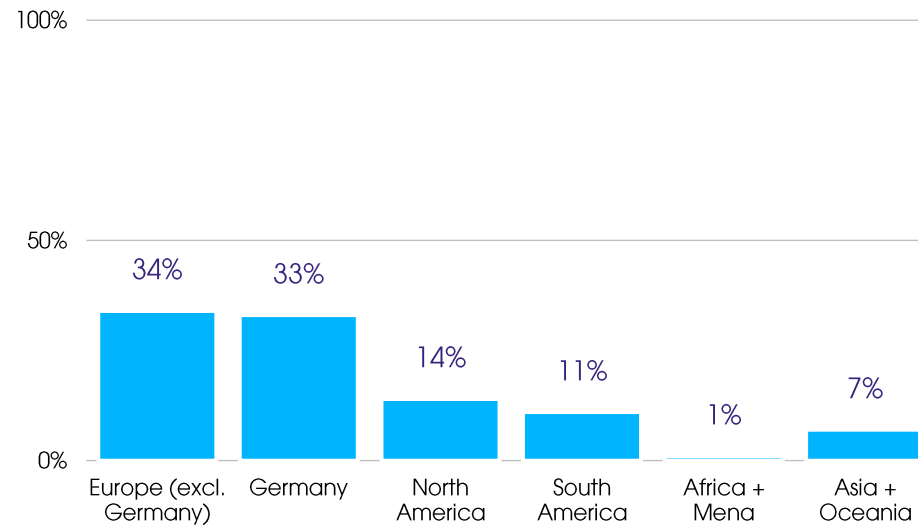
About devcom

## Our reach and demographics

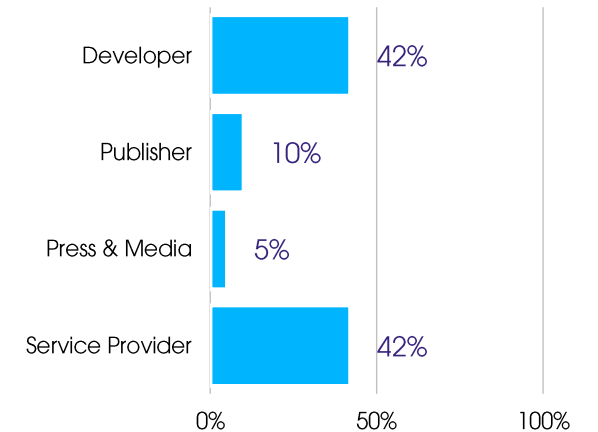
#ddc2020 attendees by seniority



#ddc2020 attendees by region



#dd2020 attendees by company activity



2,400+ follower  
9.8 mil minutes watched



6,000+ subscriber



2,000+ follower



2,100+ follower



580+ follower



850+ follower



600+ members



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Nico Balletta, Head of Program at devcom

“Alongside our amazing advisory board, devcom has created a 2-day program packed with talks, panels, fireside chats, and workshops.

More than 25 global games industry experts will be sharing insights into their work and their approach to engines, ray tracing, production, management tools, and much more.

And if you're in the mood for a more light-hearted time, you can always join the devcom team live on Twitch and watch them checking out what's hidden “under the hood” of some of the most amazing recent games.”

About the Tech & Tools Summit

## Key figures for Tech & Tools

2

days

500

attendees

25+

int. speakers

2

keynotes

About the Tech & Tools Summit

# Topic fields



AI & Machine Learning



ENGINES & TOOLS



BACKEND TECH



STUDIO & PROJECT MANAGEMENT



RAY TRACING



CLOUD GAMING & STREAMING

About the Tech & Tools Summit

# Features

## EXPO

Present your products and services in your very own virtual booth.

## PROGRAM

Enjoy 2 days of in-depth talks, workshops, and panels delivered by industry expert.

## EXPERTS Q&A

Join our virtual catch-up rooms for numerous live Q&As with our speakers.

## 1:1 MEETINGS

Use our matchmaking tool to engage with other attendees and widen your own network.

## TWITCH

Join us on Twitch if you are up for some lighthearted complimentary content. [Link](#)

## PINE

The event platform of our choosing – want to check it out? Follow the [Link](#)

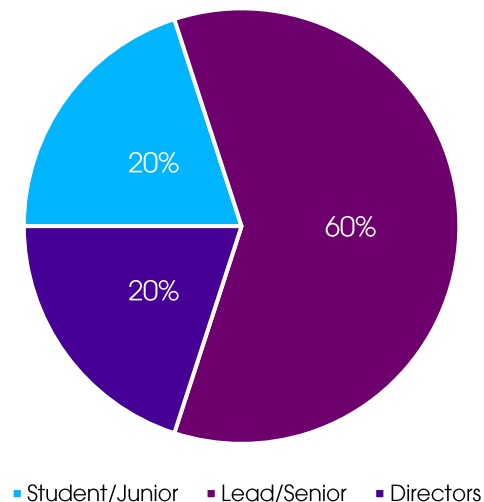
About the Tech & Tools Summit

# Attendee demographics

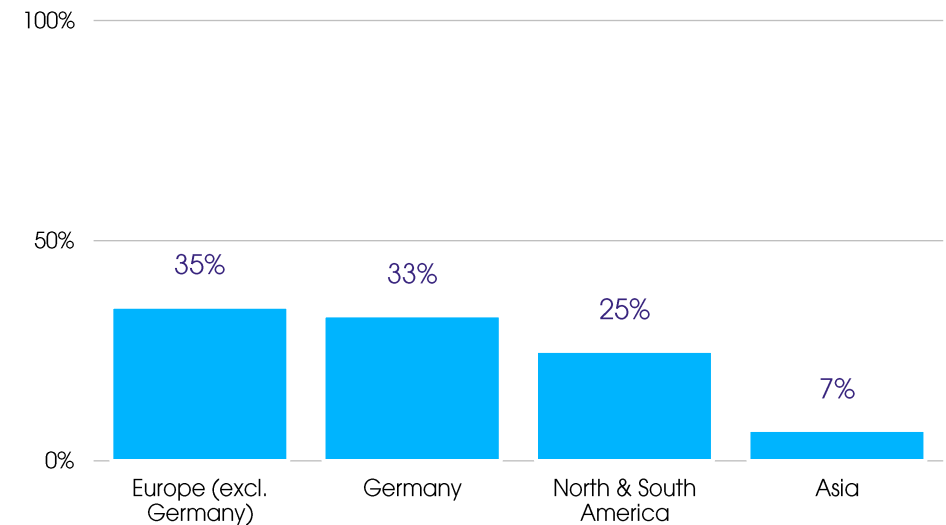
We're anticipating an increased numbers of attendees from the tech and service industry with significant experience in their fields.

The program is aimed at CTO's, programmers, tech artists, software engineers and producers.

Attendees' seniority



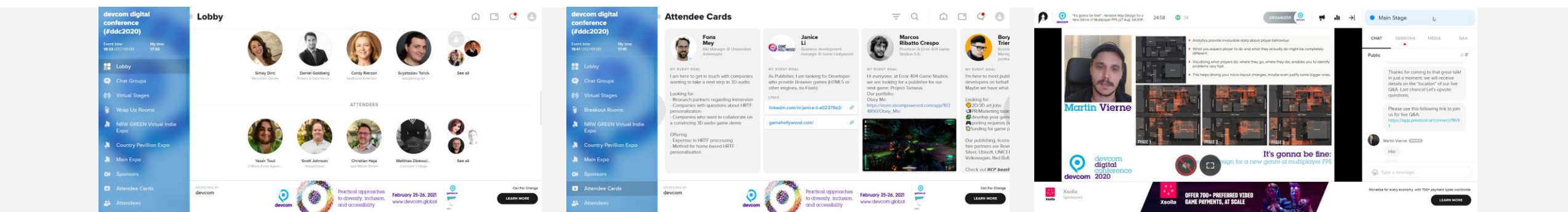
Geographical Breakdown



About the Tech & Tools Summit

# Value proposition

By focusing the Tech & Tools Summit on technical and management topics we provide you...



...an international and engaged audience interested in your field of expertise.

...opportunities to directly connect with the right target group

...access to industry experts in their fields to learn from their experiences and strengthen your network.





## Offer overview

# Our packages

	Silver	Gold	Platinum
Official Summit Program your Session, Panel, Demo	–	30 min	60 min
Virtual Exhibition	Small virtual booth	Medium virtual booth	Big virtual booth
Business Passes included	10	20	50
Logo on Summit Website	Yes	Yes	Yes + individual text
Social Media Push	Yes	Yes	Yes
Newsletter Push	Yes	Yes + individual text	Yes + long individual text
Pine visibility	Pine Banner Pack	Extended Pine Banner Pack	Extended Pine Banner Pack + branded stages, room & expo
Twitch Program	Silver Twitch Pack	Gold Twitch Pack	Platinum Twitch Pack
Price (excl. VAT)	5,000€	10,000€	25,000€





## Offers

# Platinum

Summit Program Pack	Communication Pack	Platinum Pine Pack	Platinum Twitch Pack
			
<p>Program Visibility:</p> <ul style="list-style-type: none"> <li>60 minutes session in our official summit program</li> <li>10 minutes ad breaks between sessions</li> </ul>	<p>Website:</p> <ul style="list-style-type: none"> <li>Large logo on the summit page with a 300 characters text</li> </ul>	<p>Exhibition:</p> <ul style="list-style-type: none"> <li>Virtual Booth</li> <li>Full size thumbnail on the Main Expo</li> <li>50 Business Passes incl. matchmaking</li> <li>Unlimited job opening posts</li> <li>Analytics and lead generation – connected to your virtual booth</li> </ul>	<p>60 minutes interview / talk / demo</p>
<p>On your virtual booth:</p> <ul style="list-style-type: none"> <li>8 hours of live streaming</li> </ul>	<p>Newsletter:</p> <ul style="list-style-type: none"> <li>Your logo and 300 characters text in newsletter</li> </ul>	<p>Branded background (all subpages*)</p>	<p>10 minutes of ad breaks</p>
<p>All your content promoted as part of the summit program</p>	<p>Social media:</p> <ul style="list-style-type: none"> <li>Your logo and 160 characters text</li> </ul>	<p>Big logo on top of our sponsor section</p>	<p>Large logo in overlay</p>
<p>50 Business Passes included</p>	<p>Mobile and Email Push:</p> <ul style="list-style-type: none"> <li>4 Push Notifications to all event attendees (800 characters)</li> </ul>	<p>Ad banners on all 12 subpages*</p>	<p>25 chat bot messages</p>
			<p>Lower third overlay banner displayed every hour</p>
			<p><b>25,000€</b> limited to 1</p>

## Offers

# Gold

Summit Program Pack	Communication Pack	Gold Pine Pack	Gold Twitch Pack
			
<p>Program Visibility:</p> <ul style="list-style-type: none"> <li>30 minutes session in our official summit program</li> <li>5 minutes ad breaks between sessions</li> </ul>	<p>Website:</p> <ul style="list-style-type: none"> <li>Medium size logo on the summit page</li> </ul>	<p>Exhibition:</p> <ul style="list-style-type: none"> <li>Virtual Booth</li> <li>Half size thumbnail on the Main Expo</li> <li>20 Business Passes incl. matchmaking</li> <li>12 job opening posts</li> <li>Analytics and lead generation – connected to your virtual booth</li> </ul>	<p>30 minutes interview / talk / demo</p>
<p>On your virtual booth:</p> <ul style="list-style-type: none"> <li>5 hours of live streaming</li> </ul>	<p>Newsletter:</p> <ul style="list-style-type: none"> <li>Your logo and 160 characters text in newsletter</li> </ul>		<p>5 minutes of ad breaks</p>
<p>All your content promoted as part of the summit program</p>	<p>Social media:</p> <ul style="list-style-type: none"> <li>Your logo and 160 characters text</li> </ul>	<p>Medium logo in our sponsor section</p>	<p>Small logo in overlay</p>
<p>20 Business Passes included</p>	<p>Mobile and Email Push:</p> <ul style="list-style-type: none"> <li>2 Push Notifications to all event attendees (800 characters)</li> </ul>	<p>Ad banners on 9 subpages*</p>	<p>10 chat bot messages</p>
			<p>Lower third overlay banner displayed every 2 hours</p>
			<p><b>10,000€</b> limited to 2</p>

## Offers

# Silver

### Summit Program Pack



On your virtual booth:

- 2 hours of live streaming

All your content promoted as part of the summit program

10 Business Passes included

### Communication Pack



Website:

- Small logo on the summit page

Newsletter:

- Your logo in newsletter

Social media:

- Your logo and 160 characters text

### Silver Pine Pack



Exhibition:

- Virtual Booth
- Third size booth banner in the Main Expo
- 10 Business Passes incl. matchmaking
- 6 job opening posts
- Analytics and lead generation – connected to your virtual booth

Small logo in our sponsor section

Ad banners on 5 subpages\*

### Silver Twitch Pack



5 minutes of ad breaks

5 chat bot messages

**5,000€**

Offers

## Entry level partnership

- Your logo on our summit website
- Your logo in newsletter
- 1 Business Pass
- Social Media post featuring your logo and 160 characters text

500€



devcom

@devcom\_global

A big thank you to @Crytek for being our partner & supporting the Call for Change Summit!

Looking for a job in a diverse working environment?  
Good news, Crytek is hiring: [crytek.com/career](https://crytek.com/career)



### Sponsors & Exhibitors

devcom streams are supported by



Offers

## Official Party Sponsor

- Fully branded 3D party space (MixUp World) with banners, branded bar and tables
- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- 2 Push Notifications to all event attendees (800 characters)

3,000€  
limited to 2



Offers

## Goodie Bag Sponsor

- Your logo on our summit website
- Your logo in our newsletter + 160 characters text
- Social Media post featuring your logo + 160 characters text
- Your Goody Bag listed on PINE main menu (left)
- 2 Push Notifications to all event attendees (800 characters)

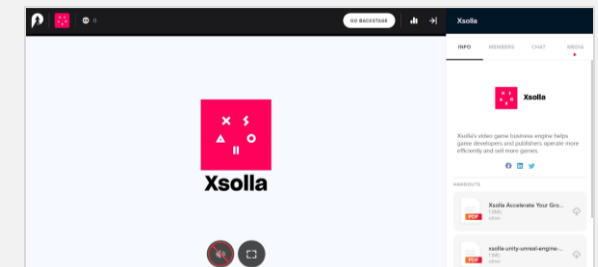
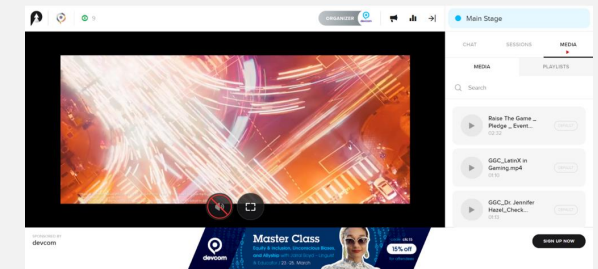
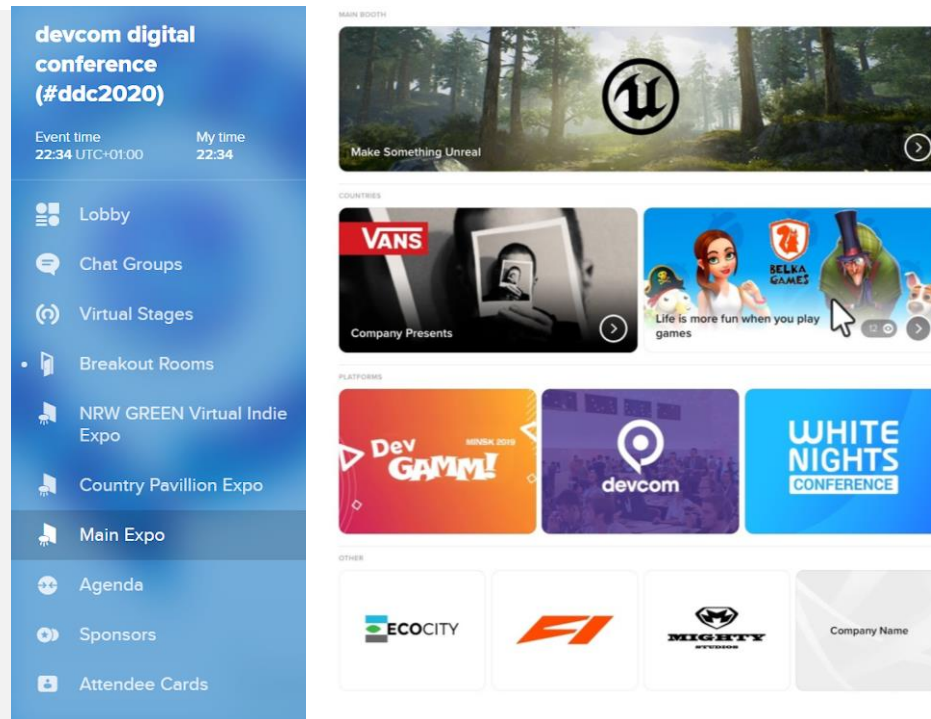
**1,500€**

limited to 3

## Virtual Booth and visibility on Pine




Reach our Summit's audience through classic Sponsoring Banners or showcasing your company in your Virtual Booth.

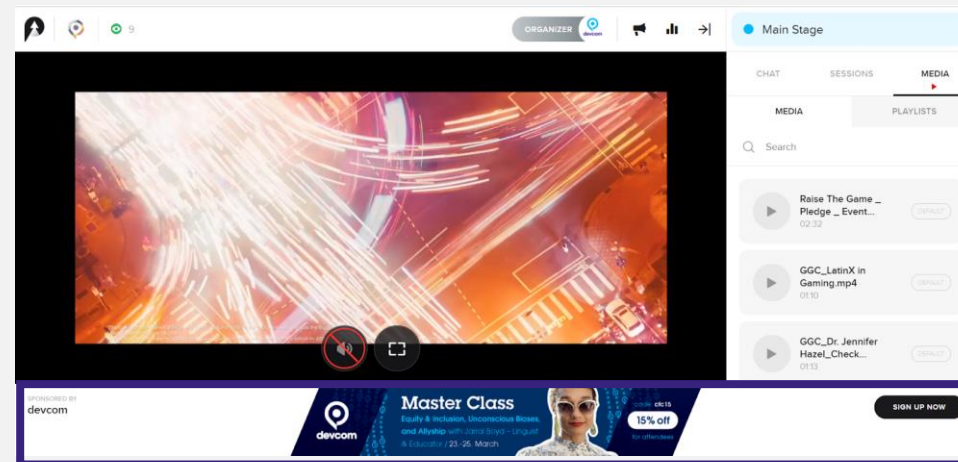
Pine is a great opportunity to highlight your products and services using Call-to-Action's or live streaming.



# Pine Subpage Banners

-    Banner on Lobby (D)
-    Banner on Event View (M)
-    Banner on My Agenda (D+M)
-    Banner on 1:1 Meeting (D)
-    Banner on Attendee Profile (D+M)
-   Banner on Program (D+M)
-   Banner on Session Details (D+M)
-   Banner on Attendee Cards (D)
-   Banner on Activity Feed (D+M)

-  Banner on Main Expo (D)
-  Banner on Q&A Rooms List (D)
-  Banner on Live Stage (D)



Shaping the Summit

# Advisory Board



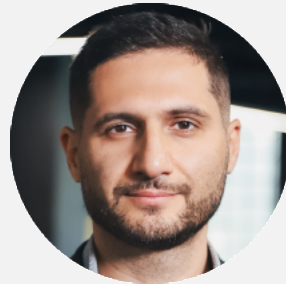
**Jodie  
Azhar**

(she/her)  
CEO at Teazelcat  
Games Studio



**Danielle  
Cheah**

(she/her)  
Software Engineering  
Manager at Amazon  
Web Services



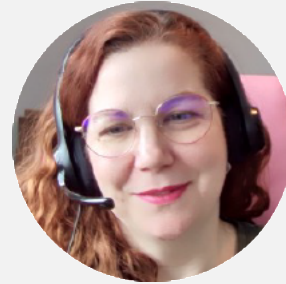
**Timur  
Davidenko**

(he/him)  
CTO at Gunzilla  
Games



**Laure  
De May**

(she/her)  
Programmer at Ustwo  
Games



**Geneviève  
Desrosiers**

(she/her)  
IT Project Manager at  
Ubisoft Montréal



**Michael  
Hengstmann**

(he/him)  
Partner & CTO at  
Spaceflower Studio



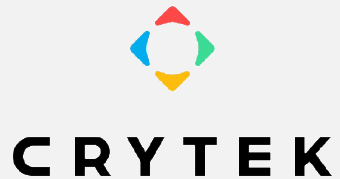
**Gabriel Yakir  
Ketteler**

(he/him)  
Brand Manager at  
CRYENGINE

## Former partner & sponsors



**Xsolla**



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# Contact us!

Are there still questions left? Do you have own ideas for sponsoring? Would you like to know about other devcom events and online activities?

Do not hesitate and reach out to us.



**Roufina Guenkova**

(they/them)  
Head of Sales

Roufina@devcom.global  
+33 6 84 21 58 54  
+49 176 712 30 833



**Astrid Gooding**

(she/her)  
Sales Manager DACH

Astrid@devcom.global  
+49 170 30 40 354