devcom

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

devcom

Summit Presentation Deck

As a partner / sponsor of the devcom Tech & Tools, we'll show you how to get the most out of your presence.

You'll find a summary of key facts and figures related to the next summit hosted by devcom.

Get to know the Advisory Board whose members helped us to identify the most relevant tech topics and select most suitable speakers for our event and audience of developers, publishers and vendors.

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Summit Presentation Deck

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devcom

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.

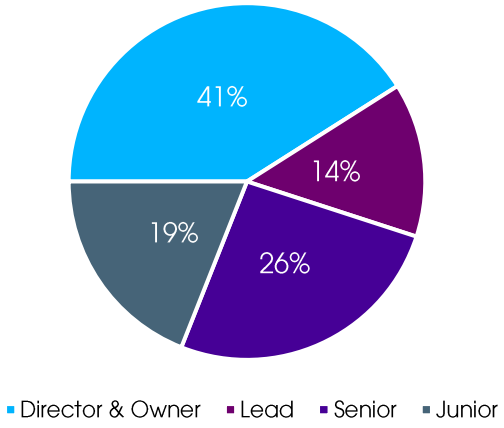
Originally started as a five-day umbrella framework for a series of events, devcom is now a year-round experience focused on game development, game publishing, networking and community building.

devcom	devcom	devcom	devcom	devcom
developer conference	Summits	Master Classes	Industry Podcast	Twitch formats

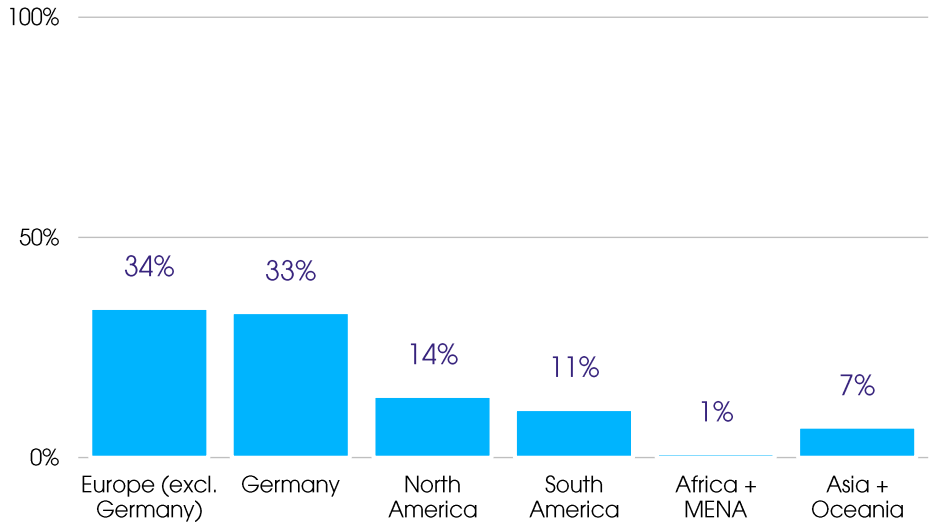
About devcom

Our reach and demographics

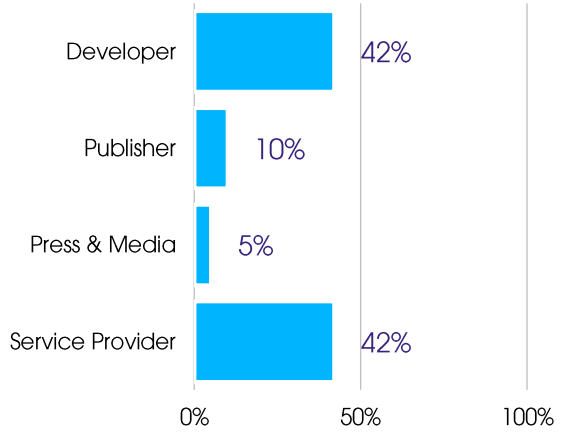
#ddc2020 attendees by seniority



#ddc2020 attendees by region



#dd2020 attendees by company activity



2,600+ followers
9.8 mil minutes watched

6,000+
subscribers

2,000+
followers

2,100+
followers

660+
followers

850+
followers

600+
members

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Tech & Tools Summit

June 9 & 10, 2021 – online

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."

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About the Tech & Tools Summit

Key figures for Tech & Tools

2	200	25+	2
days	attendees	int. speakers	keynotes

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About the Tech & Tools Summit

Topic fields

AI & MACHINE LERNING

ENGINES & TOOLS

BACKEND TECH

STUDIO & PROJECT MANAGEMENT

RAY TRACING

CLOUD GAMING & STREAMING

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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 experts.

EXPERTS Q&A

Join our virtual catch-up rooms for many 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 cool complimentary content. Link

PINE

The event platform we selected – want to check it out? Follow the Link

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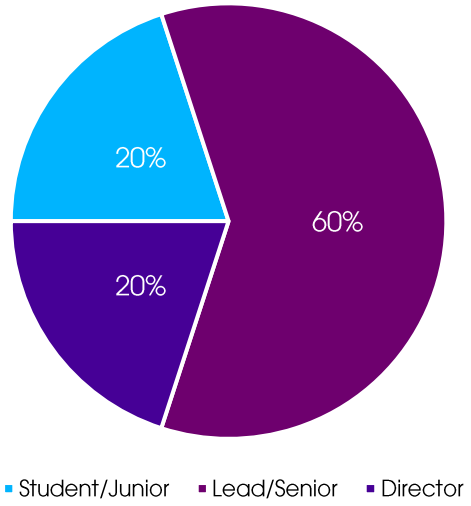
About the Tech & Tools Summit

Attendee demographics

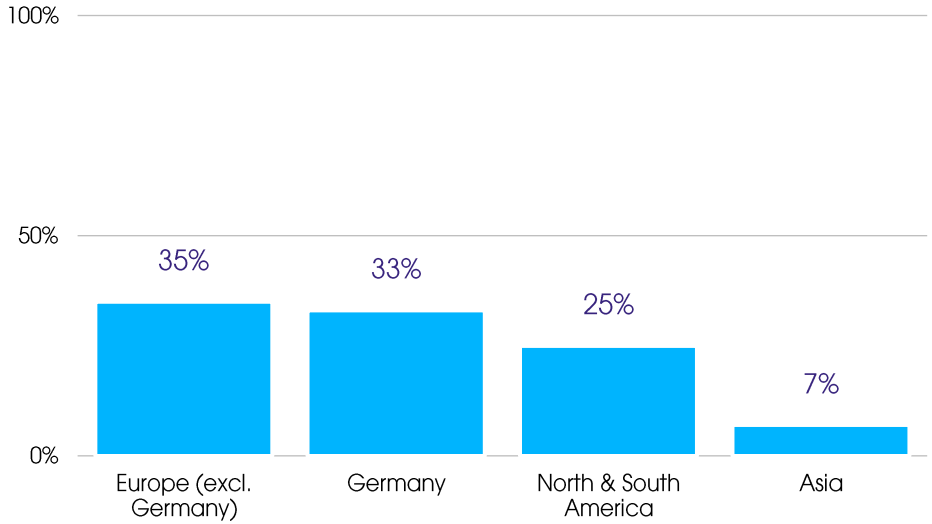
We`re anticipating an increased number of attendees from the tech and service industry with significant experience in their fields.

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

Attendees' seniority



Geographical Breakdown



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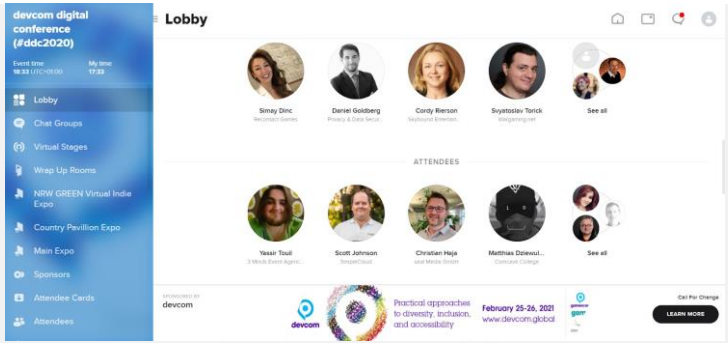
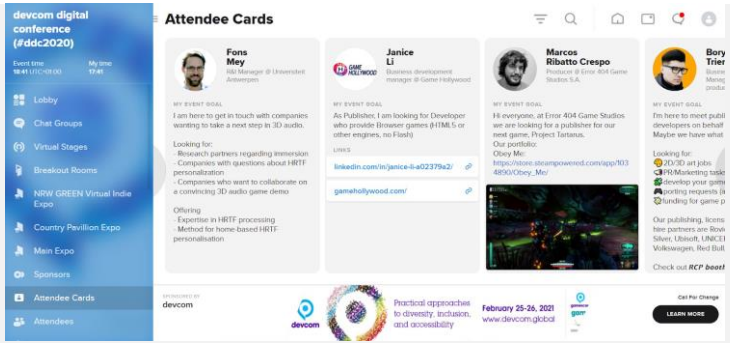
About the Tech & Tools Summit

Value proposition

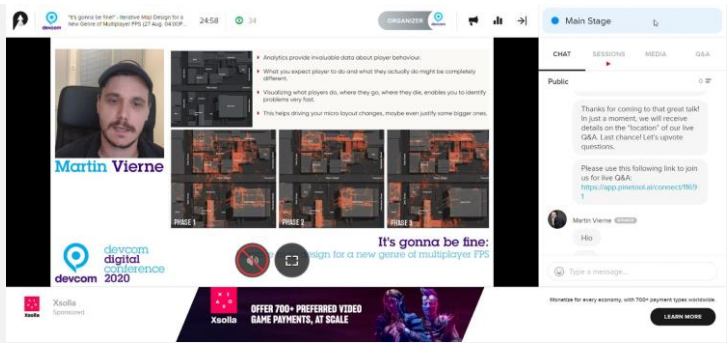
By focusing the Tech & Tools Summit on technical and management topics we provide you with…



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



…opportunities to connect directly with the right target group



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

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Offer overview

Our packages

	Silver	Gold	Platinum
Summit Program: Your own 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€**

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Offers

Platinum

Summit Program Pack

Program Visibility:
- 60-minute session in our official summit program
- 10-minute ad breaks between sessions

On your virtual booth:
- 8 hours of live streaming

All your content promoted as part of the summit program

Communication Pack

Website:
- Large logo on the summit page with a 300-character text

Newsletter:
- Your logo and 300-character text in newsletter

Social media;
- Your logo and 160-character text

Mobile and Email Push:
- 4 Push Notifications to all event attendees (800 characters)

Platinum Pine Pack

Exhibition:
- Virtual Booth
- Full size thumbnail on the Main Expo
- 50 Business Passes incl. matchmaking
- Unlimited job-opening posts
- Analytics and lead generation – connected to your virtual booth

Branded background (all subpages*)

Big logo on top of our sponsor section

Ad banners on all 12 subpages*

Platinum Twitch Pack

60-minute interview / talk / demo

10 minutes of ad breaks

Large logo in overlay

25 chat bot messages

Lower third overlay banner displayed every hour

25,000€
limited to 1

*see all subpages listed on page 20

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Offers

Gold

Summit Program Pack

Program Visibility:
- 30-minute session in our official summit program
- 5-minute ad breaks between sessions

On your virtual booth:
- 5 hours of live streaming

All your content promoted as part of the summit program

Communication Pack

Website:
- Medium size logo on the summit page

Newsletter:
- Your logo and 160-character text in newsletter

Social media:
- Your logo and 160-character text

Mobile and Email Push:
- 2 Push Notifications to all event attendees (800 characters)

Gold Pine Pack

Exhibition:
- Virtual Booth
- Half-size thumbnail on the Main Expo
- 20 Business Passes incl. matchmaking
- 12 job-opening posts
- Analytics and lead generation – connected to your virtual booth

Medium logo in our sponsor section

Ad banners on 9 subpages*

Gold Twitch Pack

30-minute interview / talk / demo

5 minutes of ad breaks

Small logo in overlay

10 chat bot messages

Lower third overlay banner displayed every 2 hours

10,000€
limited to 2

*see all subpages listed on page 20

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Offers

Silver

Summit Program Pack

On your virtual booth:
- 2 hours of live streaming

All your content promoted as part of the summit program

Communication Pack

Website:
- Small logo on the summit page

Newsletter:
- Your logo in newsletter

Social media:
- Your logo and 160-character 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€

*see all subpages listed on page 20

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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-character text

500€

Sponsors & Exhibitors

devcom streams are supported by

elgato

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-character text
- Social Media post featuring your logo + 160-character text
- 2 Push Notifications to all event attendees (800 characters)

3,000€
limited to 2

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Offers

Goodie Bag Sponsor

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

1,500€
limited to 3

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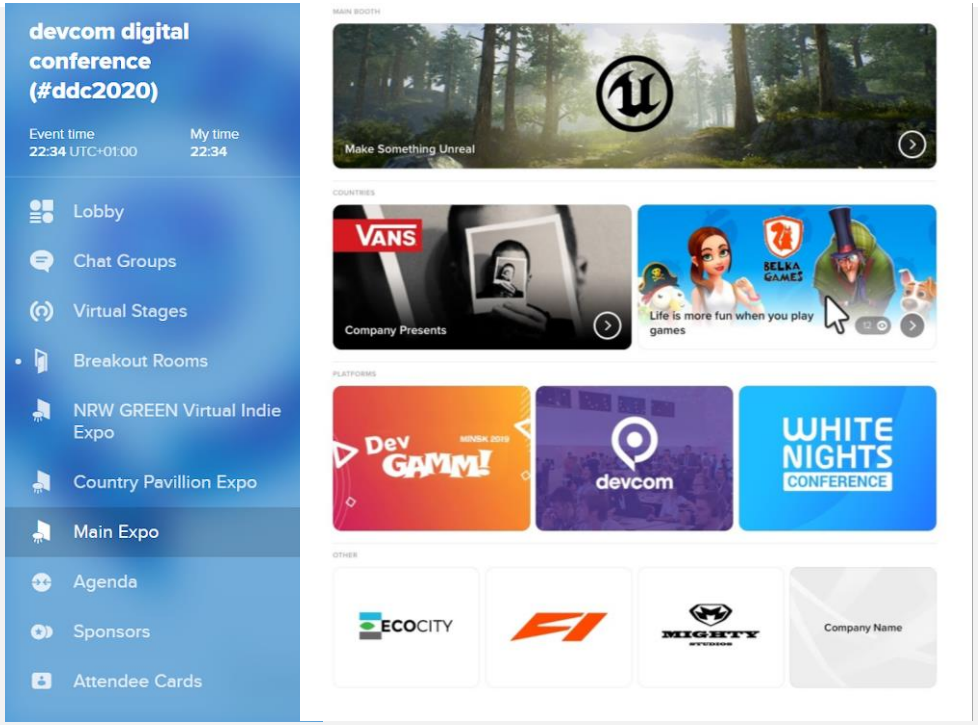
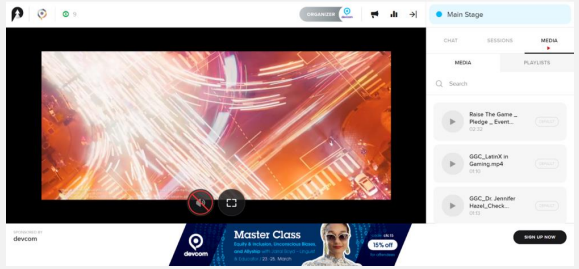
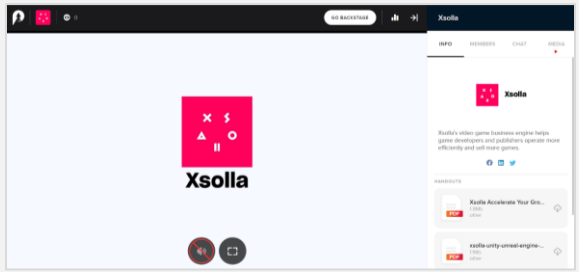
Virtual Booth and visibility on Pine

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 Calls to Action's or live streaming.







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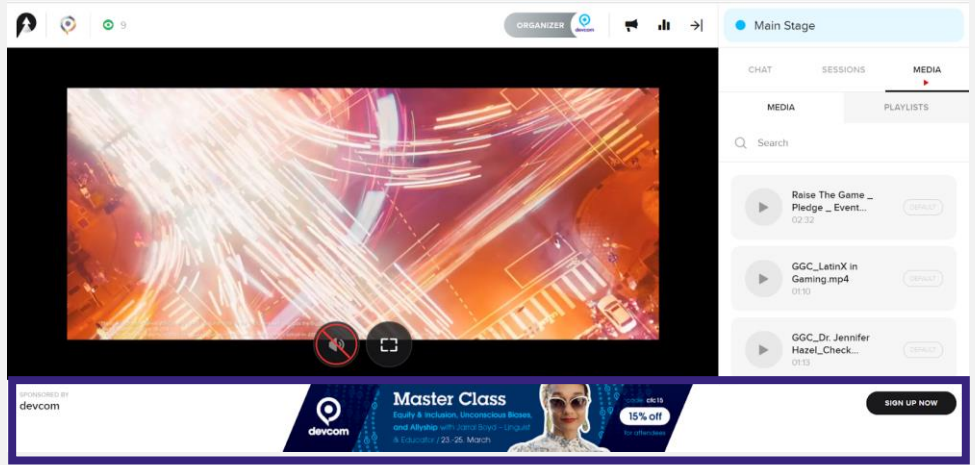
Pine Subpage Banners

- 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)



D – desktop M – mobile

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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

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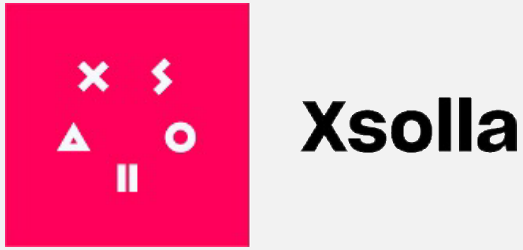
Former partners & sponsors



Xsolla

CRYTEK

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Contact us!

Have we answered all your questions?
Do you have your own sponsorship ideas?
Would you like to know about other
devcom events and online activities?

Don't hesitate to reach out to us!

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