

# Art & Animation Summit

December 14 & 15, 2021, online

The Premier of the State of  
North Rhine-Westphalia



game

koelnmesse



gamescom



## Art & Animation Summit

December 14 & 15, 2021, online



# Summit Presentation Deck

Join us as partner / sponsor for devcom's Art & Animation 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

# Contents

1. About devcom
  - [Our formats](#)
  - [Reach and demographics](#)
  - [Former partner & sponsors](#)
  - [Silver Package](#)
  - [Entry Level Package](#)
1. About Art & Animation Summit
  - [Greetings!](#)
  - [Key figures](#)
  - [Main features](#)
  - [Attendee demographics](#)
1. Become a partner
  - [Value proposition](#)
  - [Offers overview](#)
  - [Platinum Package](#)
  - [Gold Package](#)
1. Curate your experience
  - [Host the speaker dinner](#)
  - [Throw a party!](#)
  - [Showcase a portfolio review](#)
  - [Send a goodie bag](#)
  - [Attend with your crew](#)
1. About PINE
  - [Virtual booth](#)
  - [Banners](#)
1. [Contacts](#)





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.

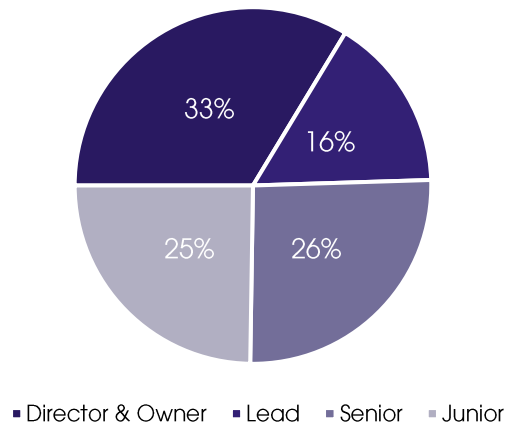
Originally started as a five-day umbrella framework for a series of events, devcom is now a full-year experience focused on game development, game publishing, networking and community building.



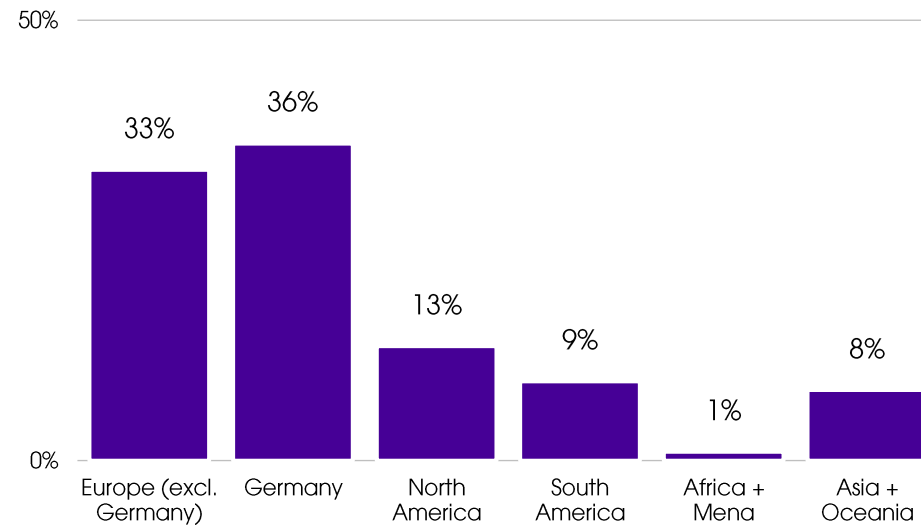
About devcom

## Our reach and demographics

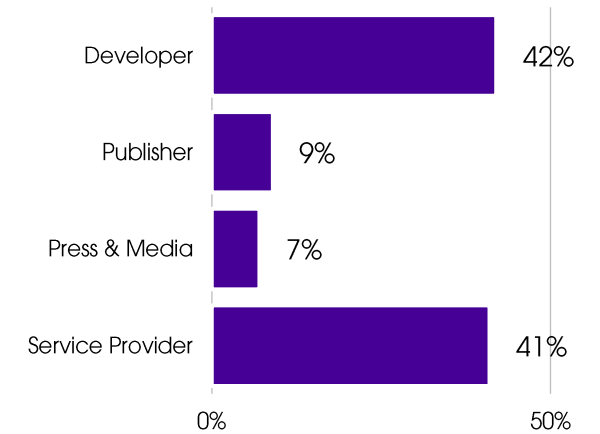
Average ddc attendees  
by seniority



Average ddc attendees by region



Average ddc attendees  
by activity



3,500+ follower  
18 mil minutes watched



6,600+  
subscriber



2,000+  
follower



2,400+  
follower



900+  
follower



1,000+  
follower

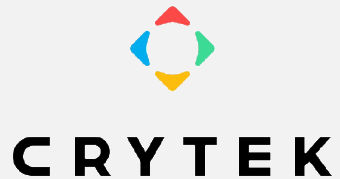


1,100+  
members

## Former partner & sponsors



**Xsolla**







## Art & Animation Summit

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Nico Balletra, 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 art, animation, motion capture, VFX 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 Art & Animation Summit

## Key figures for Art & Animation

2

days

300

attendees

25+

int. speakers

2

keynotes



About the Art & Animation 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](#)

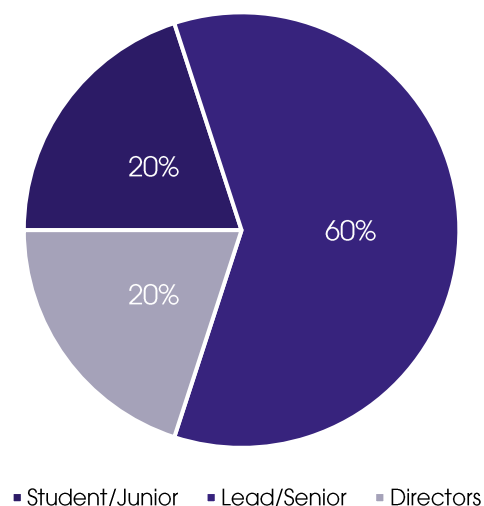
About the Art & Animation Summit

# Attendee demographics

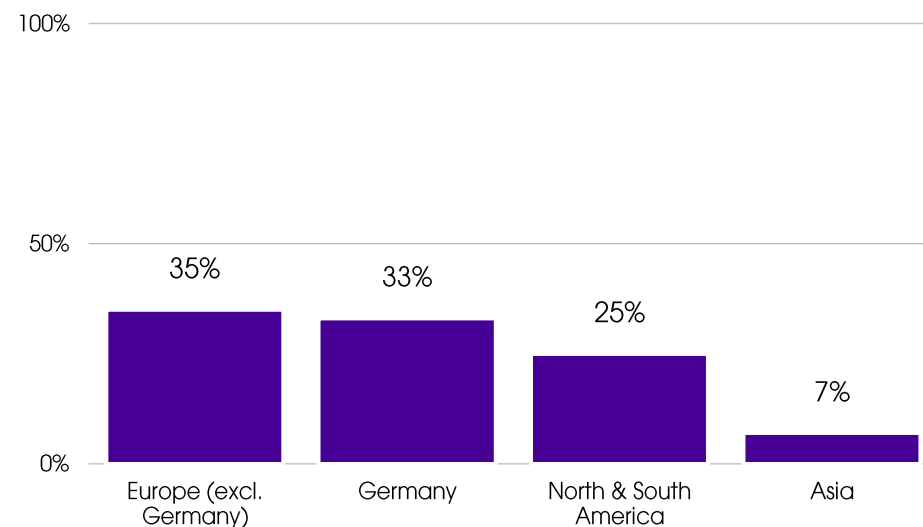
We're anticipating an increased numbers of attendees from the tech and service industry with significant experience in their fields.

The program is aimed at CEOs, art directors, studio directors, 2D/3D artists, animators, environment modelers, texture artists, tech artists, character animators, riggers, producers and anyone else involved in Art & Animation

Attendees' seniority



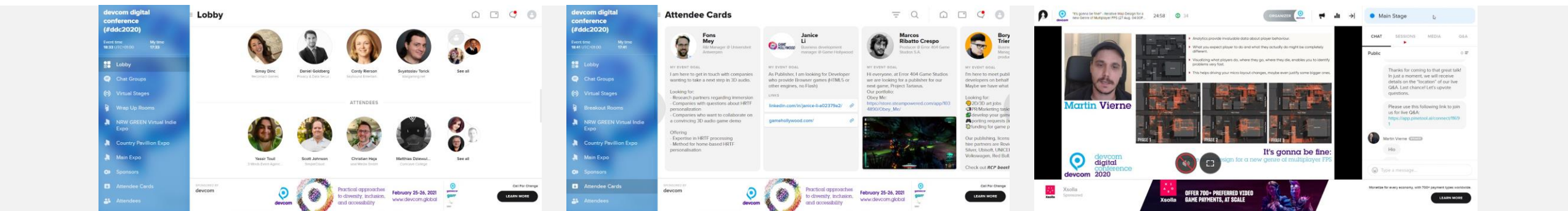
Geographical Breakdown



About the Art & Animation Summit

## Value proposition

By focusing the Art & Animation Summit on creative 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 booth	Small virtual booth	Medium virtual booth	Big virtual booth
All Access 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	Silver Pine Pack	Gold Pine Pack	Platinum Pine Pack
Twitch Program	Silver Twitch Pack	Gold Twitch Pack	Platinum Twitch Pack
Price (excl. VAT)	5,000€	10,000€	25,000€



## Offers

# Platinum

### Platinum Program Pack



On the summit stage:

- 120 minutes session in our official summit program
- 60-seconds video ad time per day (possible to split in smaller sections)

On your virtual booth

- 8 hours of live streaming

All your content promoted as part of the summit program

### Platinum Comm Pack



Website:

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

Newsletter:

- Your asset and 300-character text in our newsletter during the summit week

Social media:

- Your asset and 160-character text during the summit

Event App Push (mobile + browser):

- 2 Push Notifications to all event attendees (400 characters)

### Platinum Pine Pack



Exhibition:

- Virtual Booth
- Full size thumbnail on the Main Expo
- 50 All Access 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 minutes interview / talk / demo

90-seconds video ad time per day (possible to split in smaller sections)

Big logo in overlay

4 chat bot messages per day

Lower third banner displayed during your session x3

## 25,000€

limited to 2 (1 already sold out)

## Offers

# Gold

### Gold Program Pack



On the summit stage:

- 60 minutes session in our official summit program
- 30-seconds video ad time per day (possible to split in smaller sections)

On your virtual booth:

- 5 hours of live streaming

All your content promoted as part of the summit program

### Gold Comm Pack



Website:

- Medium size logo on the summit page

Newsletter:

- Your asset and 160-character text in our newsletter prior to or after the summit week

Social media:

- Your asset and 160-character text prior to or after the summit

Event App Push (mobile + browser):

- 1 Push Notifications to all event attendees (400 characters)

### Gold Pine Pack



Exhibition:

- Virtual Booth
- Half-size thumbnail on the Main Expo
- 20 All Access 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 minutes interview / talk / demo

60-seconds video ad time per day (possible to split in smaller sections)

Small logo in overlay

2 chat bot messages per day

Lower third banner displayed during your session x2

**10,000€**  
limited to 3

## Offers

# Silver

### Silver Program Pack



On the summit stage:

- 30 minutes session in our official summit program

On your virtual booth:

- 2 hours of live streaming

All your content promoted as part of the summit program

### Silver Comm Pack



Website:

- Small logo on the summit page

Newsletter:

- Your logo in our newsletter

Social media:

- Your asset and 160-character text in the week prior to or after the summit

### Silver Pine Pack



Exhibition:

- Virtual Booth
- Third-size booth banner in the Main Expo
- 10 All Access 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



30-seconds video ad time per day (possible to split in smaller sections)

1 chat bot message per day

5,000€

## Offers

# Entry level partnership

- Your logo on our summit website
- Your logo in our newsletter
- 1 All Access Pass
  - matchmaking + access to speaker dinner
- 1 Recruitment Pass
  - matchmaking + access to speaker dinner + unlimited job posts
- Social Media post featuring your logo and 160-character text in the week prior to or after the summit

699€



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

# Speaker Dinner Sponsor – Exclusive!

- Your logo on our summit website
- Your logo in our newsletter + 160-character text
- Social Media post featuring your logo + 160-character text
- Dedicated email invitation sent to all speakers by devcom team
- 5 min introduction speech at the beginning of the dinner
- Goodie or gift mailed to all speakers
- 3 All Access Passes
  - matchmaking + access to speaker dinner

**4,900€**  
limited to 1

Offers

## Official Party Sponsor

- 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
- 1 Push Notifications to all event attendees (400 characters)
- 1 All Access Pass
  - matchmaking + access to speaker dinner

4,000€  
limited to 2



## Offers

# Portfolio Review Sponsor

- Fully branded room open 24h during the entire summit
- Your room is part of the summit program
- Your logo on our summit website
- Your logo in our newsletter + 160-character text
- Social Media post featuring your logo + 160-character text
- 1 Push Notifications to all event attendees (400 characters)
- 1 Recruitment Pass
  - matchmaking + access to speaker dinner + unlimited job posts

**4,000€**  
limited to 2

## 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)
- 1 Push Notifications to all event attendees (400 characters)
- 1 Business pass
  - matchmaking + access to speaker dinner

1,500€  
limited to 3

## Anything World Goodie Bag

13 Oct, 2021

Try out **Anything World** 🌐 The Platform where game developers can create endless 3D worlds, providing an easy and fast way to create your dream game! *Free to use today* 🎮

- Access over 500,000 living 3D objects
- Use code or don't
- Use your voice to create and control
- Output your creations to any device

Join Our Discord to find out more: <https://discord.com/invite/XbZUXnkt3b>

Get The Platform: [Anything World](#)





Offers

## Group Ticket Bundles

Benefit from our discounts.

You can mix the tickets as you like.

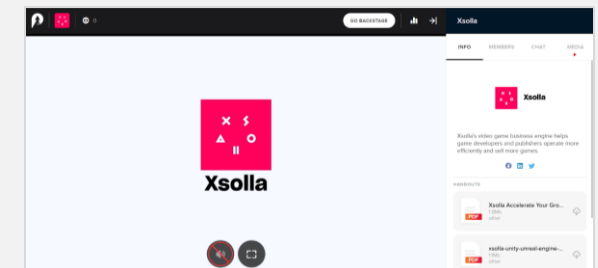
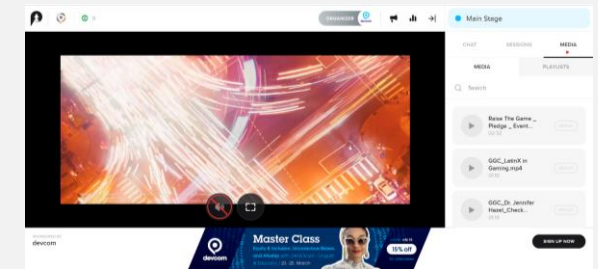
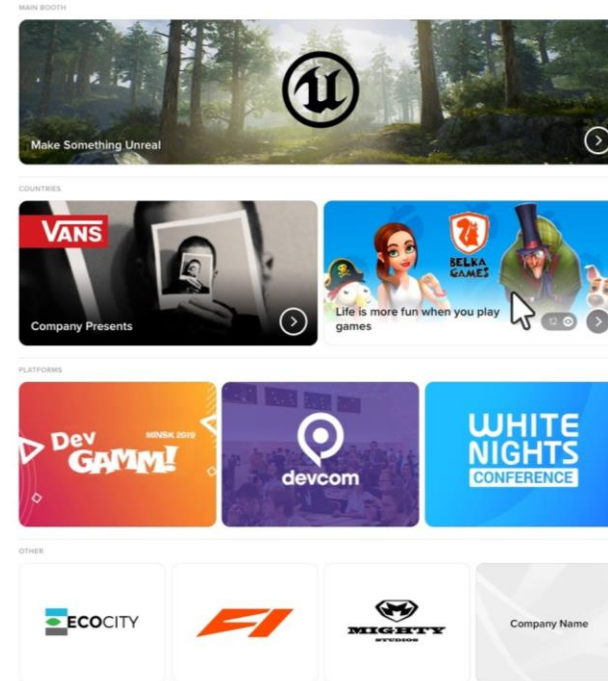
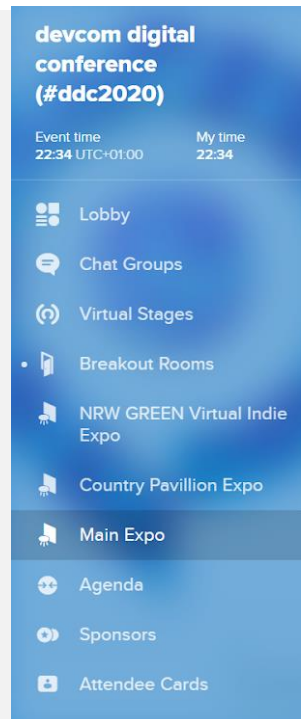
	Number of Tickets	Discount
Tier 1	1 to 10	10%
Tier 2	11 to 20	20%
Tier 3	21 to 50	35%
Tier 4	51+	50%

<b>Ticket Options</b>	Content Pass	Content Pass +	All Access Pass	Recruitment Pass
sessions and panels	✓	✓	✓	✓
rewatch sessions as VOD	✓ <small>until Dec. 19</small>	✓	✓	✓
access to all live Q&A sessions		✓	✓	✓
portfolio review		✓	✓	✓
receiving meeting request	✓	✓	✓	✓
sending meeting requests			✓	✓
speaker dinner			✓	✓
workshops and roundtables			✓	✓
unlimited job postings				✓
	<b>Free</b>	<b>49€</b>	<b>149€</b> <small>199€ from Nov. 22</small>	<b>224€</b> <small>299€ from Nov. 22</small>


## Virtual Booth and visibility on Pine




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

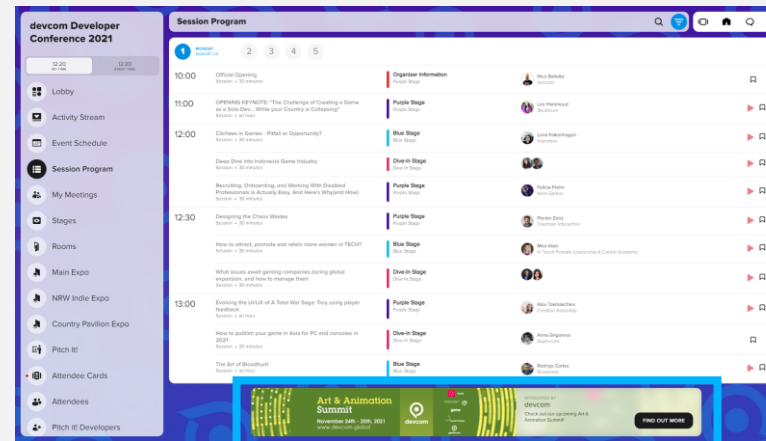
Pine is a great opportunity to highlight your products and services using Call-to-Action's or live streaming.



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



# Upcoming Events





## Art & Animation Summit

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# Contact us!

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

Do not hesitate and reach out to us.



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