

# 2011 SPONSORSHIP PACKAGE

# CANADIAN GAMES CONFERENCE



FEATURING CONTENT FROM THE "BEST OF GDC®" WORLDWIDE



**MAY 19<sup>TH</sup> - 20<sup>TH</sup>, 2011**

VANCOUVER CONVENTION CENTRE | VANCOUVER | BC | CANADA

[canadiangamesconference.com](http://canadiangamesconference.com)

# Conference Overview



The Canadian Games Conference provides education, networking and insight for the gaming community and will also feature speakers and topics from the best of GDC's worldwide events.

## ABOUT THE CANADIAN GAMES CONFERENCE

The Canadian Games Conference (formerly GDC-Canada) is a two-day conference/exhibition that brings together some of the industry's top innovators, businesses and talent responsible for the explosive growth of the gaming industry, providing a platform to share knowledge and develop industry partnerships while showcasing the beautiful city of Vancouver.

The CGC focuses on providing education, networking and insight for the gaming community. It was developed in conjunction with the Canadian Games community by Reboot Communications, a BC based company that organizes international conferences worldwide.



The inaugural conference (VIGS) was held in 2007. This year's event is expected to attract over 1000 attendees, representing gaming companies and trade associations from around the globe.

[canadiangamesconference.com](http://canadiangamesconference.com)



## 2010 SPONSORS AND PARTNERS



## 2011 ADVISORY BOARD

### Speaker Selection & Content Committee

Ken Rosman - President, Radical Entertainment  
Kevin Gallant - New Brunswick Animation School  
Andrew Ayre - CEO, Other Ocean Group, Inc. PEI  
Howard Donaldson - President, DigiBC  
Alex Brown - President and CEO, Source Studio Ltd. Newfoundland  
Kelly Zmak - Past President, Radical Entertainment  
Jennifer Lewis - (former) Director of Sound - Relic Entertainment (THQ Canada)  
Dan Irish - CEO, Threewave Software Inc.  
Steve Kestell - Technical Director: Tech Art and Tools, Ubisoft  
Christopher Bennett - Director, Communications - Best Buy Canada Ltd.  
Rob Caouette - Sector Advisor, Export Development Canada

### Sponsorship Committee

Kathy Gibson - Sales Consultant, Catchy Consulting  
Greg Spievak - CEO, Reboot  
Ryan FitzGerald - VP Best Buy Media, Newfoundland  
Kay Gruenwoldt - Walking Squid

### Marketing and Public Relations Committee

Chris Ansell - Director of Marketing, Radical  
Wendy Boylan - Communications Director, Ubisoft Vancouver  
Jerome Kashetsky - Industrial Technology Advisor, National Research Council Canada  
Colin Macrae - Director of Communications, EA  
Christopher Bennett - Director, Communications - Best Buy Canada Ltd.  
Gerri Sinclair - past Executive Director, Masters of Digital Media Program, Centre for Digital  
Sarah Jarrett - Supervisor, Community Relations 1 Rogers Media Television  
Kay Gruenwoldt - Walking Squid  
Jonathan Dowdswell - President, Relic Entertainment  
Julien Lavoie - Director, Public Relations, Entertainment Software Association of Canada  
Howard Donaldson - Vice President, Studio Operations for Disney Interactive Studios (former)  
Duke Indrasigamany - Publicist, Electronic Arts

## 2010 HIGHLIGHTS

### Vancouver Gateway to the Pacific Rim:

Asia, US Pacific North West and Canada.  
Over 240 international companies represented at the 2010 event.

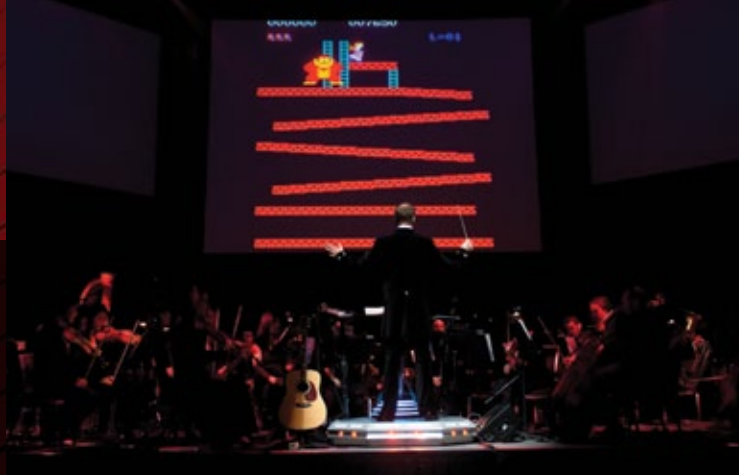
Vancouver is a major hub of game development and home to world class games studios including:

- Electronic Arts
- Radical
- Nexon Corp
- THQ Inc.,
- Vivendi Games
- Relic
- Take-Two Interactive
- Slant Six
- Disney Interactive Studios

### 2011 Sessions Included:

- Lessons from the Field: How FIFA Ultimate Team Stumbled Upon a New Business Model
- Virtual Economic Theory: How MMOs Really Work
- Emerging markets and business models vs. AAA level retail titles
- 4 art directions in one game: Mission possible?
- Musing About Cloud
- Social Games: Manipulating Your Brain Chemistry, For Good
- Cross Platform" iOS Development
- Microsoft's KINECT Showcase
- Steering the Rocket: Harnessing the Power of Creative Teams
- New Business Models - How to Self Fund Development
- From Paper to PlayStation3: The Design Evolution of HOARD
- Online Everywhere
- DO Sweat the Small Stuff vs. Holistic Design
- Growing YourGameStudio Using SocialMediaMarketing

# 2011 SPONSOR LEVELS



## TITLE SPONSOR \$30,000 (Exclusive)

### Pre-Conference

- + Company logo and link on the Canadian Games Conference (CGC) Website
- + Company logo and name on all printed marketing material represented as Title Sponsor
- + Company logo and name on all press releases represented as Title Sponsor (local, national and international)
- + Representative invited to sit on CGC 2011 Advisory Board

### On-Site

- + 2 sponsored session speaking opportunities
- + 20 x 20 exhibition space
- + 8 full delegate passes
- + 6 exhibitor passes
- + Company name and/or logo on all signage.
- + Logo on program cover
- + Full page ad in show program on back outside cover
- + Logo recognition in sponsor section of program with 50 word company overview
- + Welcome letter in show program.
- + Opportunity to speak at CGC opening (2 min welcoming remarks)
- + 2 delegate bag inserts (sponsor to provide materials by specified date)



### On-Line

- + Logo and link on CGC home page
- + Logo and link on CGC sponsor page with 50 word company overview
- + Logo and company name on all email marketing material
- + 1 email blast post-conference to all 2011 CGC attendees



## PLATINUM SPONSOR \$20,000 (2 only)

### Pre-Conference

- + Company logo and link on the Canadian Games Conference (CGC) Website + Mention in all press releases (local, national and international)
- + Mention in all printed marketing material

### On-Site

- + 1 sponsored session speaking opportunity
- + 10 x 20 exhibition booth
- + 6 full delegate passes
- + 5 exhibitor passes
- + Company name and/or logo on all signage.
- + Full page ad in program on inside front or inside back
- + Logo recognition in sponsor section of program with 50 word company overview
- + 1 delegate bag insert (sponsor to provide materials by specified date)

### On-Line

- + Logo and link on CGC home page
- + Logo and link on CGC sponsor page with 50 word company overview
- + Logo and company name on all email marketing material

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### **GOLD SPONSOR \$15,000**

#### **Pre-Conference**

- + Company logo and link on the Canadian Games Conference (CGC) Website
- + Company name on all email marketing material

#### **On-Site**

- + 10 x 20 exhibition space
- + 4 full delegate passes
- + 4 exhibitor passes
- + Company name and/or logo on all signage
- + Logo on conference program cover
- + Half page ad in conference program
- + Logo recognition in sponsor section of conference program with 50 word company overview
- + 1 delegate bag insert (sponsor to provide materials by specified date)

#### **On-Line**

- + Logo and link on Canadian Games Conference sponsor page with 50 word company overview

#### **SPONSORED SESSION**

**\$2,500** (small theatre room - capacity: 50)  
**\$3,600** (large theatre room - capacity: 100)

Eight (8) one hour slots available

- + Opportunity to hold one 60 min session
- + Logo and link on sponsor page of website
- + Logo on conference program in sponsor section
- + 1 complimentary full delegate pass
- + 1 insert in delegate bag

#### **RECEPTION \$18,000 (2 only)**

- + Recognition on signage as opening and/or closing reception sponsor
- + Recognition in program agenda as opening and/or closing reception sponsor
- + Recognition on CGC website agenda as opening and/or closing reception sponsor
- + Event listing and logo in one CGC Update email highlighting conference events.
- + 50 word event listing, logo and link on CGC website
- + Logo and link on CGC sponsor page
- + Logo on conference program in sponsor section with 50 word company overview
- + Logo and link on CGC sponsor page
- + 2 full delegate passes
- + Company name and logo listed on two 22" x 28" Thank You signs at the event
- + 1 delegate bag insert (sponsor to provide materials by specified date)
- + Includes CND \$9,000 allowance for beverages at reception. Sponsor has the option of covering F&B cost over this amount or the reception will become a cash bar.





## EXHIBITION OPPORTUNITIES

### EXPO BOOTHS

- 10' X 10' **\$3,500** (includes 5 exhibitor passes)
- 10' X 20' **\$7,000** (includes 10 exhibitor passes)

- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 50 word company description listed on-line and in the Conference program

Note: exhibitors responsible for build-out costs

### TURNKEY SPECIAL BOOTHS \$4,000

#### Includes:

- + 10' x 10', carpeted floor space
- + Silver drape - tall back, low sides
- + 6' table
- + Two (2) chairs
- + One (1) black and white sign
- + One (1) 5-amp/500 watt electrical outlet
- + 3 exhibitor passes
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section

### B2B MEETING ROOM - 10' X 10'

- Without Ceiling **\$7,000**
- With Ceiling **\$14,000**

#### Pre-Conference

- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 50 word company description listed on-line and in the Conference program

#### On-site

- + 10' x 10', carpeted floor space
- + Four (4) black GEM walls
- + A lockable door
- + One (1) Starbase table
- + Four (4) chairs
- + One (1) trash can
- + One (1) small ID sign next to door
- + One (1) 22" x 28" poster or smaller may be attached to meeting room (supplied by sponsor)
- + 5 exhibitor passes

### AFTER PARTY \$5,000 + Cost

- + Recognition on signage as party sponsor
- + Recognition in program agenda as party sponsor
- + Recognition on CGC website agenda as party sponsor
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section with 50 word company overview
- + 1 full delegate passes
- + 1 delegate bag insert (sponsor to provide materials by specified date)





**NETWORKING LOUNGE/INTERNET CAFÉ**  
**\$10,000** (1 only)

- + Logo on signage for the lounge
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 1 full delegate pass
- + 1 delegate bag insert (sponsor to provide materials by specified date)

**T-SHIRT \$6,000** (1 only)

- + Logo on T-shirt along with design input
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 1 full delegate pass

**COFFEE BREAK SPONSORSHIPS \$4,000** (4 available)

- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + Includes cost of coffee/decaf/tea/water service for one break
- + Display company collateral alongside service area for one break
- + One directional sign with company logo at each coffee station
- + 1 delegate bag insert (sponsor to provide materials by specified date)

**DELEGATE BAG \$9,000** (1 only)

- + Logo printed on delegate bag
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 1 full delegate pass
- + 1 delegate bag insert (sponsor to provide materials by specified date)

**LANYARD \$5,000** (1 only)

- + Logo and/or company name on conference lanyard (sponsor to produce and ship lanyards by specified date)
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section
- + 1 full delegate pass

**PEN \$2,500** (1 only)

- + Logo and/or company name on conference pen
- + Logo and link on sponsor page of CGC website
- + Logo on conference program in sponsor section

**CONFERENCE BAG INSERT**  
**\$1,000** per insert

- + 1 delegate bag insert (sponsor to provide materials by specified date)

**ADVERTISING IN**  
**CONFERENCE PROGRAM**

|              |                |
|--------------|----------------|
| Full page    | <b>\$2,000</b> |
| Half page    | <b>\$1,500</b> |
| Quarter page | <b>\$1,000</b> |





## CONTACT INFORMATION

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