

050216



NG16: Opportunities for partners

Platinum sponsorship

Island (10 sqm) or Standard (6 sqm) booth (depending on availability) with extra booth assets (TV screen and sofa provided by us)

Two-page advert in the conference program

Grand exposure across the venue – highest sponsor branding across the venue

Show reel (up to two minutes) on TV screens at the venue

Projected logo on room A/V screen before and after each session in one of the conference auditoriums

Guaranteed video interview, and story appearing in the Nordic Game newsletter and website

Dedicated e-mail blast to all attendees either before, during or after the show

3 seats at the VIP & Speakers' Reception (Day One – evening time from 6 pm onward)

5 full conference passes including upgraded "Pro" Pitch & Match meeting access

Price: 25,000 EUR

Gold sponsorship

Standard (6 sqm) booth

One-page advert in the conference program

Grand exposure across the venue – prominent sponsor branding across the venue

Show reel (up to 30 seconds continuous loop) on TV screens at the venue

Guaranteed video interview, and story appearing in the Nordic Game newsletter and website

Dedicated e-mail blast to all attendees either before, during or after the show

1 seat at the VIP & Speakers' Reception (Day One –evening time from 6 pm onward)

4 full conference passes including upgraded "Pro" Pitch & Match meeting access

Price: 15,000 EUR

Silver sponsorship

Corner booth (1 sqm)

Half-page advert in conference brochure

Mid-level sponsor branding across the venue

Sponsored story in Nordic Game newsletter (must include benefit/discounts to the Nordic Game industry community)

1 seat at the VIP & Speakers' Reception (Day One – evening time from 6 pm onward)

2 full conference passes including (Unlimited Pitch & Match meeting access)

Price: 8,000 EUR

NG16: Expo booths

Island (B1-B5, 10 sqm): 5,350 EUR

Standard (A1-A27, 6 sqm): 3,950 EUR

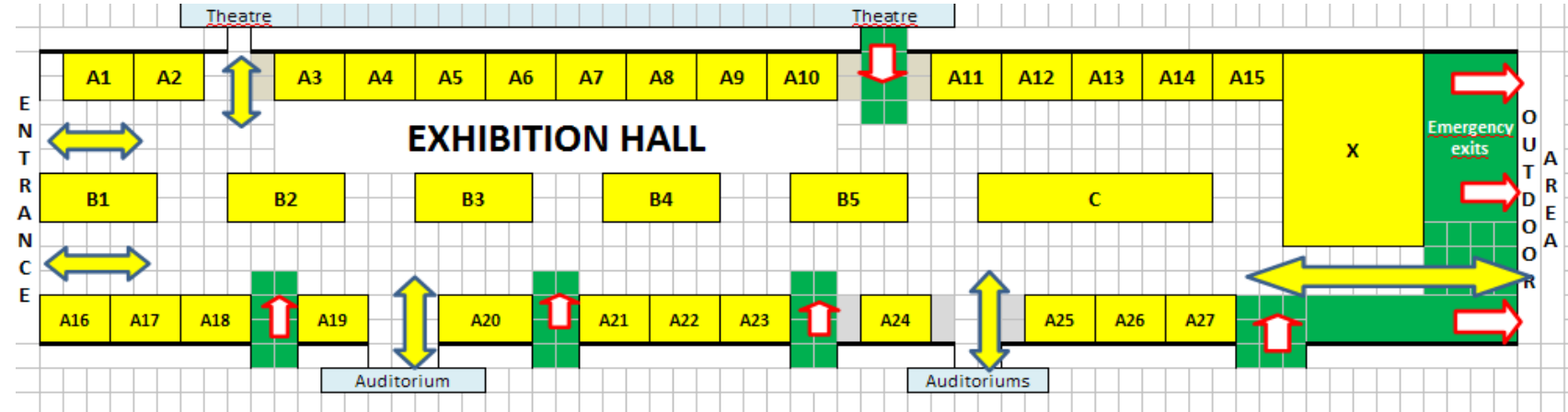
Corner (1 sqm in section C, see picture): 2,150 EUR

Island and Standard booths include two conference passes.

Corner booth includes one conference pass.



NG16: Expo booths



NG16: Private meeting rooms

Use of private meeting room:

Small (6-8 ppl): 1,500 EUR (per half day: 350 EUR)

Medium (12-15 ppl): 2,000 EUR (per half day: 450 EUR)

Large (20-25 ppl): 3,000 EUR (per half day: 550 EUR)

X-large (40-50 ppl): 4,000 EUR (per half day: 650 EUR)

Sponsorship features:

Right to brand entrances to private meeting rooms area.

Roll-ups (2). Access to one meeting room ("Small") included.

Price: 3,000 EUR



NG16: Pitch & Match

Business meeting matchmaking service

Sponsorship features:

Right to brand entrance to the P&M room, and to host lounge area of the P&M room.

Show reel, roll-up at the entrance, table-tops.

Access to one private meeting room in P&M area.

Price: 5,000 EUR

NG16: Indie Day

Indie Games Discovery Session

Main Co-Sponsorship - Maximum 2 Non-competing companies - (Friday, 20th May from 12pm to 4pm)

Dedicated booth in the Copenhagen room placed next to coffee station area for enhanced outside traffic from non-pitchers

5 Minute opening speech to the Indie Games Discovery Sessions

Prominent branding at the Room Entrance area (eg: Indie Games Discovery Sessions powered by YOUR COMPANY - date, time, etc.) - the branding will be placed from Wednesday 18th May for increased visibility

Prominent room branding across the Copenhagen room (to be provided by you - posters, standees, roll ups)

Logo on website, and conference brochure

Price: **6,000 EUR**

NG16: Indie Day

Indie Game Play Area Co-sponsorship

On Friday, 20th May - from 10am to 4pm.

The Gameplay area will be placed at the entrance to the venue before the registration area, and will be featured from 10am until mid afternoon when it will be moved in the main cafeteria side at the entrance to the Indie Showcase area.

Up to 10 tables area branded in the sponsoring company logo where indie developers can be featured plus visibility and branding for the branded main co-sponsor. This sponsorship is non-exclusive.

Price: **7.500 EUR**

NG16: The Conference Party Packages

The Platinum Conference Party Package

Main Co-Sponsorship of either Day 1, Day 2 or Day 3 Official Party (either IGDA Finland, Nordic or Indie Night Party)

Two-page advert in the conference program

Grand exposure across the venue – highest sponsor branding across the venue

Show reel (up to two minutes) on TV screens at the venue

Projected logo on room A/V screen before and after each session in one of the conference auditoriums

Guaranteed video interview, and story appearing in the Nordic Game newsletter and website

Dedicated e-mail blast to all attendees either before, during or after the show

3 seats at the VIP & Speakers' Reception (Day One – evening time from 6 pm onward)

5 full conference passes including upgraded "Pro" Pitch & Match meeting access

Price: **34,000 EUR**

NG16: The Conference Party Packages

The Gold Conference Party Package

Main Co-Sponsorship of either Day 1, Day 2 or Day 3 Official Party (either IGDA Finland, Nordic or Indie Night Party) - branding benefits on page 9

One-page advert in the conference program

Grand exposure across the venue – prominent sponsor branding across the venue

Show reel (up to 30 seconds continuous loop) on TV screens at the venue

Guaranteed video interview, and story appearing in the Nordic Game newsletter and website

Dedicated e-mail blast to all attendees either before, during or after the show

1 seat at the Executive Summit and Speakers' Dinner VIP & Speakers' Reception (Day - One – evening time from 6 pm onward)

4 full conference passes including upgraded "Pro" Pitch & Match meeting access

Price: **26,000 EUR**

NG16: The Conference Party Packages

The Silver Conference Party Package

Associate Co-Sponsorship of either Day 1, Day 2 or Day 3 Official Party (either IGDA Finland, Nordic or Indie Night Party)

Half-page advert in conference brochure

Mid-level sponsor branding across the venue

Sponsored story in Nordic Game newsletter (must include benefit/discounts to the Nordic Game industry community)

1 seat at the VIP & Speakers' Reception (Day One – evening time from 6 pm onward)

2 full conference passes including (Unlimited Pitch & Match meeting access)

Price: 10,000 EUR

NG16: Nordic Party, 19 May

Main sponsorship features:

High visibility at the event; posters to be printed and placed by us; standees to be brought by the sponsor; other creative branding ideas are welcome; VIP access area; naming a cocktail drink; website visibility; option for draw or speech at the party.

Price: 15,000 EUR

Associate sponsorship features:

Branding at the party to be created and provided by the sponsor; access to the VIP party area; website visibility.

Price: 5,000 EUR



NG16: Nordic Indie Day and Showcase

Friday 20 May

Indie Day Sponsorship features:

One-day track in the conference program. Logo on one-day passes (badges). Grand exposure across the venue – prominent sponsor branding across the venue.

Price: 19,000 EUR (3 available)

Indie Showcase & After Party

Main sponsorship features: High visibility at the event; posters to be printed and placed by us; standees to be brought by the sponsor; other creative branding ideas are welcome; VIP access area; naming a cocktail drink; logo on website and in printed program; option for draw or speech at the party.

Price: 6,000 EUR

Associate sponsorship features: Branding at the party to be created and provided by the sponsor; website visibility.

Price: 3,000 EUR



NG16: Indie Games Discovery Session

Concept:

We will be offering sponsoring publishers a chance to meet up with the best indie game developers at the event on 20 May. We will hand-pick around 40 game projects which will be carefully selected, and will be sent to the publisher in advance so you can check which ones you would like to secure a second meeting with during the show.

Sponsorship features:

Table where pitching developers join you

Five minutes per developer/game

Upgraded Pro Pitch & Match pass plus full conference pass to NG16 Two roll ups, and five A3 posters (to be provided by sponsor)

Nordic Game website sponsorship listing

One-page advert in conference brochure Access to all lunches and gala dinner

Price: 4,000 EUR



NG16: Speakers' and VIP Reception

Concept:

Overview: The Speakers' and VIP Reception will gather Nordic executives between 17.00 (5 pm) and 19.00 (7 pm) on 18 May (Day One) for cocktails and meeting. At 19.00 (7 pm) they are joined by speakers and sponsors for a cosy networking event. Buffet food, wine and beer will be served.

Sponsorship features include:

Roll-up (1) and posters (5) at both events (to be provided by you)

"Swag" to be spread across the venue (to be provided by you)

Short speech presentation (3 minutes)

Nordic Game website sponsor listing

One-page advert in the conference program

Two full Nordic Game passes including upgraded Unlimited Pitch & Match access

Price: 5,000 EUR - **SOLD**



NG16: Gala Dinner sponsorship 19 May

Main sponsorship features:

Welcome speech and presentation (5 minutes); 3 own roll ups across the dinner venue; Logo on big ceiling video screens; News mail flash to all Nordic Game participants; Sponsor featured logo on website and on conference giant banners, and roll ups; Full Page in the conference brochure; 5 full conference passes including 2 upgraded "Pro" Pitch & Match meeting access passes

Price: 15,000 EUR

Associate sponsorship features:

Branding at the venue (A4 posters to be brought by sponsor); short welcome speech (2 minutes); Half Page ad in conference brochure; sponsor featured logo on website and roll ups; 2 full conference passes including 1 upgraded "Pro" Pitch & Match meeting access pass

Price: 5,000 EUR



NG16: Happy Hour sponsorship 19 and/or 20 May

Main sponsorship features:

Sponsor speech/short presentation (10 minutes); Branding at the venue (posters, standees to be brought by sponsor); Opportunity to run a draw for the attendees; Website sponsorship listed; Half-page program advert; Sponsored story in Nordic Game newsletter; 2 full conference passes including 1 upgraded "Pro" Pitch & Match Meeting access pass and 1,000 beers with soft drink alternatives offered.

Price: 9,500 EUR (Price for both days 18,500 EUR.)

Associate sponsorship features:

Branding at the venue (posters, standees to be brought by sponsor); Website sponsorship listed; Half-page program advert; 1 full conference pass including upgraded "Pro" Pitch & Match Meeting access.

Price: 4,900 EUR



NG16: Theatre and Awards Show sponsor

Sponsorship features:

Keynote theatre sponsorship, including Nordic Game Awards show and one speaking session.

Roll-up and theatre screen branding (trailer) before every speaking session; One News Flash; Priority to buy two Standard booths at prime location, book-ending the Theatre entrance

Price: 25,000 EUR – **SOLD.**



NG16: More visibility and networking opportunities

Grand Exposure Pack

Get the complete exposure package!

Bigger size logo on giant banners (4), on roll-ups in speaker rooms (4), roll-up at Speakers' reception (1), on Nordic Game website. Half-page ad in printed program, Show reel and News Flash to all participants.

Price: 5,500 EUR

Wi-Fi sponsorship:

Brand/choose venue Wi-Fi network name and password for event duration.

Price: 5,000 EUR – *SOLD*.

Video Show Reel, price: 1,625 EUR

Dedicated e-mail blast, price: 2,000 EUR

Simple standee/roll-up branding at the venue, price: 1,000 EUR

Charge Up Your Battery Area sponsorship:

(Bean bags branding plus standees/roll-ups) in a strategically located place.

Price: 5,000 EUR

Open Air Lounge sponsorship:

Right to brand outdoor areas. Banners, parasols, other. You supply the material!

Price: 3,000 EUR

NG16: More visibility and networking opportunities

Main official Video Trailer sponsorship

(includes interview or sponsor branding within). Trailer will be played throughout the year through our PR channels.

Price: 3,000 EUR

Online options – sponsored story to our subscribers.

Price: 1,000 EUR

Main Hardware supplier

Right to supply NG15 with all hardware. Brand TV-screen areas, and registration area

Roll-ups (2), Showreels (min 2).

Price: 10,000 EUR

Giant Banners & Roll-ups Pack

Expose your logo where it will be seen by everyone

Giant banners, indoors (3)/outdoors (1), Roll-ups in speaker rooms (4)

Choose between "Big" size or "Bigger" size logo!

Price: 2,500 EUR

NG16: More visibility and networking opportunities

Conference Program

Your ad in our printed program. Free for all visitors, 3,000 copies distribution, in standing A5 format.

Back cover: 3,000 EUR – *SOLD*.

Fullpage: 500 EUR

Half page: 350 EUR

Conference Badges and Lanyards

Your logo on all conference badges and lanyards (price excluding production and freight costs).

Price: 8,000 EUR

Staff T-shirts

Your logo (printed in one color) on sleeve of staff T-shirts. Get never-ending visibility on the ever present, ever exposed t-shirts of the 120+ strong staff.

Price: 1,500 EUR (1 available)

NG16: More visibility and networking opportunities

Coffee Station Area

Right to brand coffee station. Self service of coffee, tea, water, fresh fruit (free for all attendees). You are welcome to supply your own branded cups.

Roll-up/table-tops, other.

Price: 1,500 EUR

Coffee Lounge

Exclusive right to host and brand the barista-staffed Coffee Lounge.

48 sqm area, furnished with sofas, tables, including projector and screen, for promos.

Price: 18,000 EUR including cost of barista, unlimited coffee and furnishings. (See Floor Plan, Section X.)

Speaker's Lounge

Right to host and brand the speakers' exclusive rest and preparation area. Show reel, roll-up, table-top, water, coffee, tea, fruit.

Price: 1,000 EUR

NG16: More visibility and networking opportunities

Media Corner

Logo on background wall, FIFA-style

Interviews filmed, publicity shots of speakers and others, taken against a background of assembled logos.

Limited number of spots available!

Price: From 1,000 to 2,000 EUR depending on spot and exposure

Internet Spot

Right to brand Internet station that offers free use of Internet-connected computers for visitors. Roll-up/table-tops, other.

Price: 2,000 EUR

Erik's Bad Business Blues Bar

Right to brand the Nordic Game Party's conversation-friendly outdoors bar, after the Gala Dinner on 19 May, including the naming of drinks, supplying relevant or irrelevant material, as well as securing your personal, strategically located seat. Weather insured.

Price: 9,995 EUR

NG16: Taking you from plans to action

We will of course be more than happy to help you build a unique package that fits your needs and ambitions.

Whether it's establishing thought leadership, reinforcing brand or communicating values, we have the audience, the media coverage and the environment for you to build knowledge and share emotions. And thus evolve your business.

Please contact our Business Development Director Teddy Florea at teddy@nordicgame.com today.

And please note that anything stated in this document may be subject to change without notice. Check the date on the first page to ensure current version. Thank you.





Welcome!

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2016
Knowledge. Emotion. Business. MALMÖ