



Updated 170915



NG18: Opportunities for partners

NG18: Main sponsorships

Platinum sponsorship

Island (B: 10 sqm) with extra booth assets (TV screen and sofa provided)

Grand Exposure Pack – highest sponsor branding across the venue:

Bigger size logo on giant banners (4),

banner stands in speaker rooms (4),

banner stand at Speakers' reception (1),

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

Two-page advert (or copy) in the conference program

Banner on Nordic Game website.

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

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

2 seats at the VIP & Speakers' Reception, Day 1 from 18.00 (6 pm) onward

5 full conference passes with Unlimited MeetToMatch meeting access

Price: 32,000 EUR



NG18: Main sponsorships (cont.)

Gold sponsorship

Standard (A: 6 sqm) booth

One-page advert in the conference program

Grand Exposure Pack – highest sponsor branding across the venue:

Bigger size logo on giant banners (4),
banner stands in speaker rooms (4) ,
banner stand at Speakers' reception (1),
show reel (up to 30 seconds continuous loop) on TV
screens at the venue

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

1 seat at the VIP & Speakers' Reception, Day 1 from
18.00 (6 pm) onward

4 full conference passes with Unlimited MeetToMatch
meeting access

Price: 19,000 EUR

Silver sponsorship

Corner booth (C: 1 sqm)

Half-page advert in the conference program

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 1 from
18.00 (6 pm) onward

2 full conference passes with Unlimited MeetToMatch
meeting access

Price: 10,000 EUR

NG18: Expo booths

Booths include carpet, truss, black backdrop, electricity and cleaning. Walls are only needed, and included, with Corner booth. Any other furnishing of the booth is the responsibility of the Client, and can be obtained from Malmö Mäss-Service AB (www.mass-service.se)

All booths include two full conference passes, except Corner, which includes one full conference pass.

Island

(B1-B5, 10 sqm)
Includes two full conference passes
Price: 8,000 EUR



Corner

(1 sqm in section C)
Includes one full conference pass
Price: 2,000 EUR



Standard

(A1-A27, 6 sqm)
Includes two full conference passes
Price: 5,000 EUR

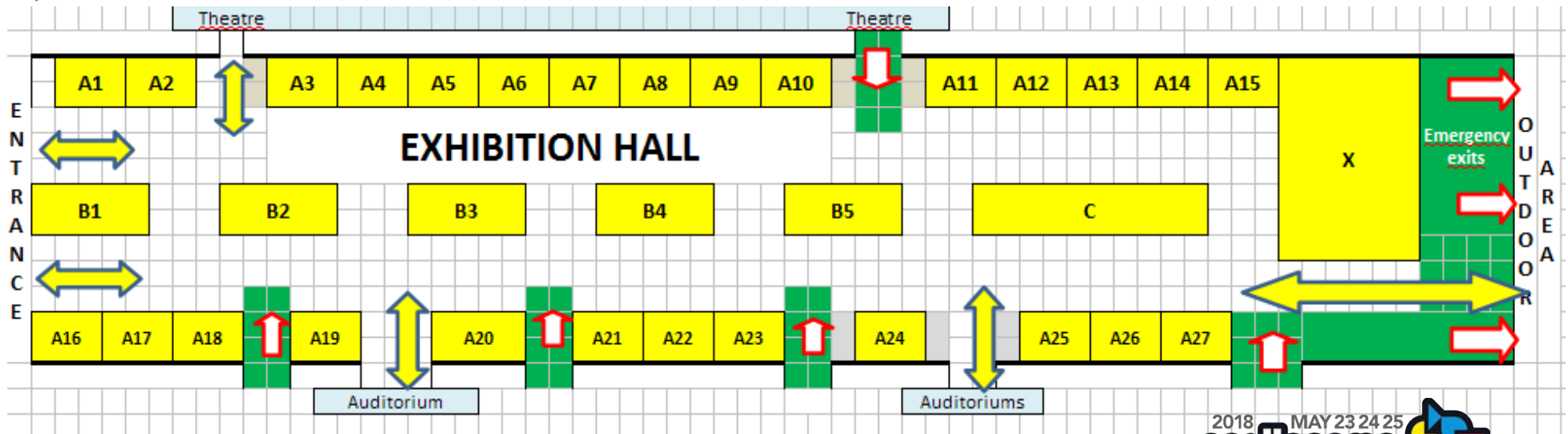
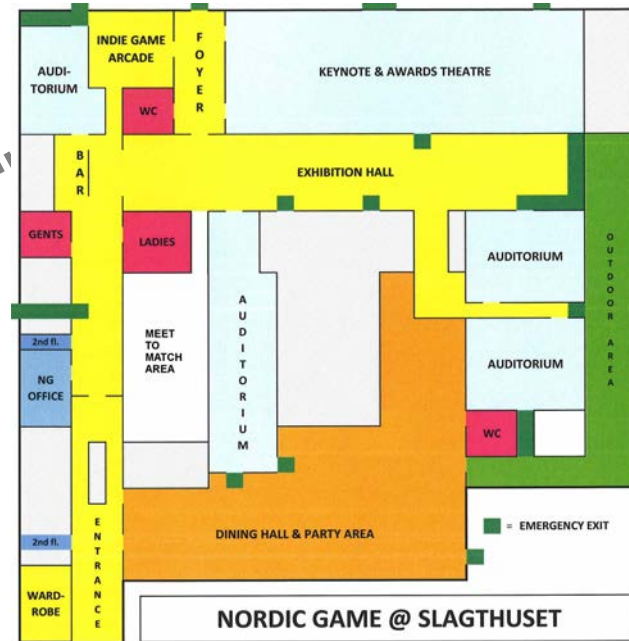
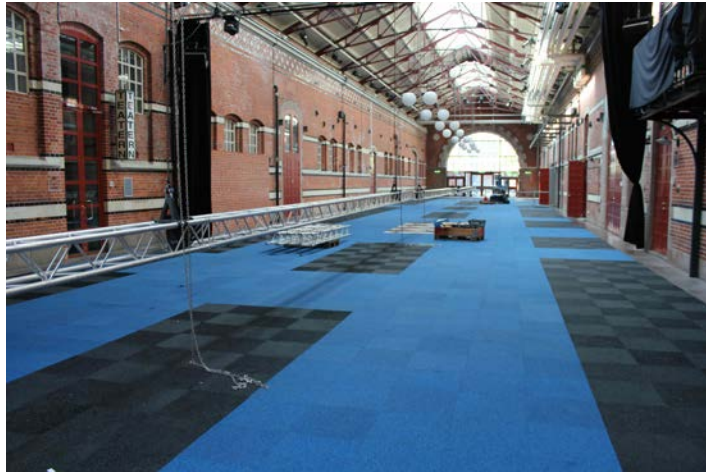


Barista Coffee Lounge

Exclusive right to host and brand the barista-staffed Coffee Lounge. 48 sqm area, furnished with sofas, tables, including projector and screen, for promos. Includes cost of barista, unlimited coffee and furnishings. (See Expo Floor Plan, Section X.)

Price: 19,500 EUR

NG18: Expo booths (cont.)



NG18: Private meeting rooms

X-large

(40-50 persons): 7,000 EUR
(per half-day: 1,500 EUR)



Room 1

Large

(20-25 persons): 5,000 EUR
(per half-day: 1,200 EUR)



Rooms 2 & 5

Medium

(12-15 persons): 3,800 EUR
(per half-day: 800 EUR)



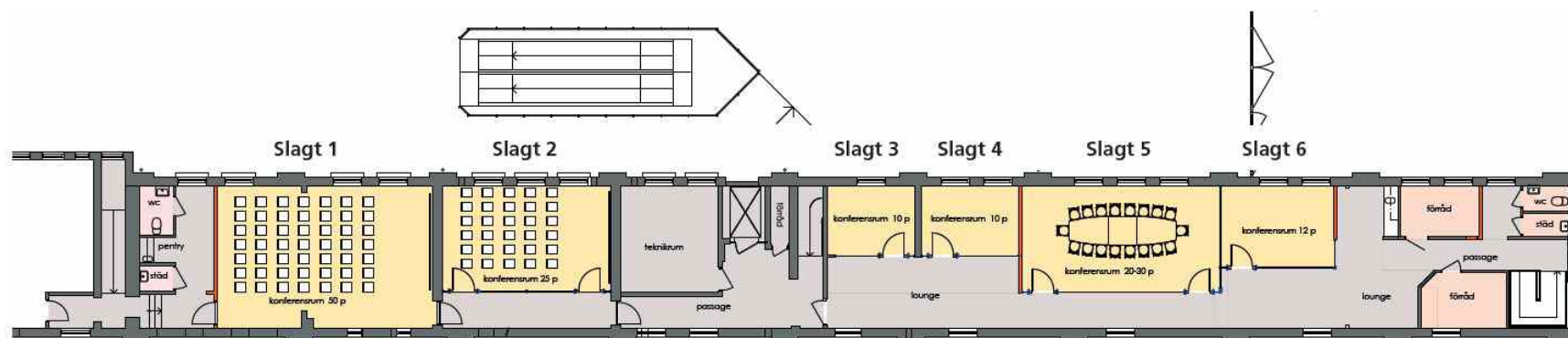
Room 6

Small

(6-8 persons): 2,800 EUR
(per half-day: 600 EUR)



Rooms 3 & 4



(More rooms are available, of comparable sizes, next to venue, on request.)

NG18: MeetToMatch

Business meeting matchmaking service sponsorship

Right to brand entrance to the meeting hall, and to host lounge area of the meeting hall.

Banner on opening page of booking system.

Show reel, banner stand at the entrance, table-tops.

Access to one private meeting room in meeting hall.

Price: 6,500 EUR



NG18: Publisher Market, 23 May

We will be offering sponsoring publishers a chance to meet up with new, talented game developers at the event on 23 May. We will hand-pick around 60 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.

Full conference pass with Unlimited MeetToMatch access.

Two banner stands, and five A3 posters (to be provided by sponsor).

Nordic Game website sponsorship listing.

One-page advert in conference program.

Price: 6,000 EUR



NG18: Speakers' and VIP Reception, 23 May

The Speakers' and VIP Reception, Day 1 from 18.00 (6 pm). Buffet food, wine and beer will be served. Sponsorship features include:

Banner stand (1) and posters (5) (to be provided by you)

"Swag" can 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 Unlimited MeetToMatch access

Price: 11,000 EUR



NG18: Gala Dinner sponsorship 24 May

Main sponsorship features:

Welcome speech and presentation (5 minutes); 3 own banner stands 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 banner stands; Full Page in the conference program; 5 full conference passes including 2 Unlimited MeetToMatch meeting access passes

Price: 19,000 EUR

Associate sponsorship features:

Branding at the venue (posters to be brought by sponsor); short welcome speech (2 minutes); Half Page ad in conference program; sponsor featured logo on website and banner stands; 2 full conference passes including 1 Unlimited MeetToMatch meeting access pass

Price: 8,000 EUR



NG18: Nordic Party, 24 May

Main sponsorship features:

High visibility at the event; posters to be printed and placed by us; banner stands to be brought by the sponsor; other creative branding ideas are welcome; VIP access area; website visibility as well as one email blast to promote party and sponsor.

Price: 15,000 EUR

Associate sponsorship features:

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

Price: 7,000 EUR



NG18: Happy Hour sponsorship 23 or 24 May

Sponsorship features:

Sponsor speech/short presentation (10 minutes); Branding at the venue (posters, banner stands 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 Unlimited MeetToMatch Meeting access pass, and 1,000 beers with soft drink alternatives offered.

Price: 9,500 EUR

(Price for both days 18,500 EUR.)



NG18: Discovery Day and Showcase, 25 May

Discovery Day Sponsorship features:

Logo on one-day passes (badges). Logo on website and in printed program.
Grand Exposure Pack – highest sponsor branding across the venue:
Bigger size logo on giant banners (4),
banner stands in speaker rooms (4) ,
banner stand at Speakers' reception (1),
show reel (up to 30 seconds continuous loop) on TV screens at the venue

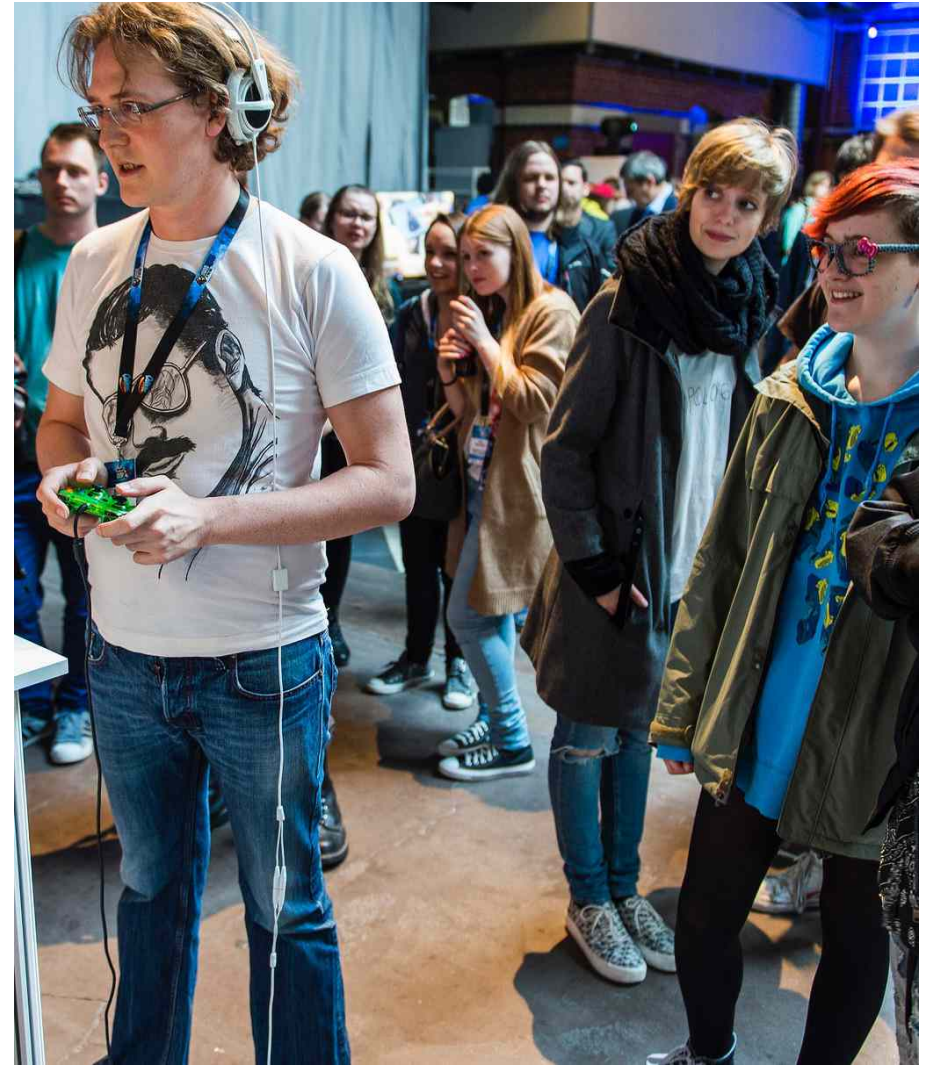
Price: 6,000 EUR

Showcase & After Hours sponsorship features:

High visibility at the showcase area in the Dining Hall, including posters, standees, or other creative branding - Ideas are welcome!

Video showreel on screen in Showcase Area. Logo on website, and in printed program.

Price: 6,000 EUR



NG18: Theatre and Awards Show sponsor

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

Banner stand and theatre screen branding (trailer) before every speaking session

One News Flash

Priority to two Standard booths at the prime location, book-ending the Theatre entrance (cost of booths not included, please see Expo section)

Price: 32,000 EUR. **[SOLD]**



NG18: More visibility and networking opportunities

Grand Exposure Pack: Get the complete exposure package! Bigger size logo on giant banners (4). on banner stands in speaker rooms (4), banner stand at Speakers' reception (1), on Nordic Game website. Half-page ad in printed program, Show reel and News Flash to all participants. Price: 7,000 EUR

Wi-Fi sponsorship: Choice of Wi-Fi network name and password for event duration. Price: 8,000 EUR.

Video Show Reel: Price: 1,950 EUR

Dedicated e-mail blast: Price: 2,500 EUR

Banner stand branding at the venue: Price: 1,250 EUR

Charge Up Your Battery Area sponsorship: Branding of seating plus banner stands in a strategic location. Price: 6,500 EUR

Open Air Lounge sponsorship: Right to brand outdoor areas. Banners, parasols, other. You supply the material. Price: 6,500 EUR

Main Official Video Trailer sponsorship: Includes interview and/or sponsor branding within. Trailer will be played throughout the year through our media channels. Price: 4,500 EUR

Online Push: A sponsored story to our subscribers. Price: 1,400 EUR

Main Hardware supplier: Right to supply NG18 with all hardware. Brand TV-screen areas, and registration area banner stands (2), Showreels (min 2). Price: 12,000 EUR

NG18: More visibility and networking opportunities (cont.)

Giant Banners & Stands Pack: Expose your logo where it will be seen by everyone. Giant banners, indoors (3) and outdoors (1), Banner stands in speaker rooms (4). Price: 3,200 EUR.

Conference Program: Your ad in our printed program. Free for all visitors, 3,000 copies distribution, in standing A5 format. Back cover: 4,900 EUR. Full page: 900 EUR. Half page: 500 EUR.

Conference Lanyards: Your logo on all conference badge lanyards (price excluding production and shipping costs). Price: 13,000 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: 12,500 EUR for full back, 3,500 for each sleeve. [\[ONE LEFT \]](#).

Coffee Station Host: 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. Banner stands/table-tops, other material of your choice. Price: 3,500 EUR.

Barista 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: 14,500 EUR including cost of barista, unlimited coffee and furnishings. (See Expo Floor Plan, Section X.).

Speaker's Lounge: Right to host and brand the speakers' exclusive rest and preparation area. Show reel, banner stand, table-top, water, coffee, tea, fruit. Price: 2,000 EUR

NG18: More visibility and networking opportunities (cont.)

Media Corner: Logo on background wall, FIFA-style. Interviews filmed, publicity shots of speakers and others, taken against a background of assembled logos. Price: From 1,000 to 2,000 EUR depending on spot and exposure. Limited number of spots available.

Live Art Drawing Competition on Expo Floor: Includes 12 sqm Standard Expo Booth - divided into business area, and live drawing competition area to ensure constant inflow of attendees at your booth. Live Art banner with sponsor logo included on back wall. Live Art Drawing Competition sign indicating hours of event and sponsor logo. Easels, and flip charts with paper and pens included. Email blast announcing the competition, with the sponsor's message. Price: 8,000 EUR

Erik's Bad Business Blues Bar: Right to brand the Nordic Game Party's conversation-friendly outdoors bar, after the Gala Dinner on 24 May, including the options to name drinks, label beers, and supply relevant or irrelevant material, as well as securing your personal, strategically located seat. Weather insured. Price: 9,995 EUR

NG18: Taking you from plans to action

We will of course be more than happy to help you build a unique package that fits your strategies and ambitions. Whether it's establishing thought leadership, reinforcing brand or communicating values, we have both the media coverage and the right, laid-back but highly professionally competent audience and 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 do 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!

