

GAME  
ADVERTISING SUMMITSAN FRANCISCO MARRIOTT HOTEL, CA  
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Game Developers Conference

## CONTACT:

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## SPONSORSHIP OPPORTUNITIES

**The GDC Focus On: Game Advertising Summit** will host video game publishers and developers, corporate marketing executives, and advertising agency professionals who are driving this new marketing medium. The Summit will provide objective, realtime data and insights on the investment value garnered from ingame advertising campaigns. It will also outline the opportunities and challenges inherent to ingame advertising and will explore best practices for incorporating these campaigns into future marketing plans.

## SPONSORSHIP OPPORTUNITIES INCLUDE:

**PLATINUM SPONSOR (EXCLUSIVE)****\$25,000****PRE-EVENT EXPOSURE:**

- Two advertisements in event email updates (75-word description plus logo and link)
- One Inside Gamasutra e-mail newsletter (85,000+ opt-in subscribers—includes 75-word description plus logo and link)
- Platinum sponsor visibility on Game Advertising Summit website (100-word description and logo)
- Exclusive skyscraper banner on event website
- Logo placement on one advertisement in *Game Developer* magazine promoting the Game Advertising Summit.

**ONSITE EXPOSURE:**

- Tabletop (Includes draped table, 2 chairs and an electrical drop)
- Premier placement including logo and 100-word company description in Game Advertising Summit program guide
- Full-page, four-color ad in Game Advertising Summit program guide
- 5 GDC Focus On: Game Advertising Summit event passes
- Lunch sponsorship includes a 15-minute talk, which will also be promoted in advance of event via event website
- Totebag insert (One item 8 1/2" x 11" or smaller for inclusion in event bag)

**POST-EVENT EXPOSURE:**

- Use of attendee list for one third-party direct mail piece (through bonded mail house).

**GOLD SPONSOR (UNLIMITED)****\$6,500****PRE-EVENT EXPOSURE:**

- One advertisement in event email update (75-word description plus logo and link)
- Gold sponsor visibility on Game Advertising Summit website (50-word description and logo)

**ONSITE EXPOSURE:**

- Tabletop (Includes draped table, 2 chairs and an electrical drop)
- Logo and 50-word company description in Game Advertising Summit program guide
- 2 GDC Focus On: Game Advertising Summit event passes
- Totebag Insert (One item 8 1/2" x 11" or smaller for inclusion in event bag)\*

**POST-EVENT EXPOSURE:**

- Use of attendee list for one third-party direct mail piece (through bonded mail house).

\*Production Not Included

**SPONSORSHIP OPPORTUNITIES INCLUDE:**

**NETWORKING RECEPTION SPONSOR (2 AVAILABLE)**

**\$12,500**

**PRE-EVENT EXPOSURE:**

- 50-word description, logo, and link on Game Advertising Summit website near reception description
- 50-word description, and logo in event program

**ONSITE EXPOSURE:**

- Table in reception venue to distribute giveaways
- Thank you signage at reception
- Gobo at reception
- Ability to bring in stand-up signage for reception venue (meter boards, easels, etc.)\*
- 3 GDC Focus On: Game Advertising Summit event passes

**A LA CARTE OPPORTUNITIES**

Tabletop (draped table, 2 chairs and an electrical drop (limited availability)) .....	<b>\$3,000</b>
Full-page advertisement event program .....	<b>\$1,750</b>
Totebag Insert (one item 8 ½" x 11" or smaller for inclusion in event bag)* .....	<b>\$1,500</b>
Lanyards (exclusive)* .....	<b>\$2,000</b>
Email Newsletter (75-word description plus logo and link).....	<b>\$1,000</b>
Exclusive continental breakfast sponsor (signage and literature distribution) .....	<b>\$2,000</b>
Exclusive coffee break sponsor (signage and literature distribution during 2 breaks) .....	<b>\$3,500</b>

\*Production Not Included