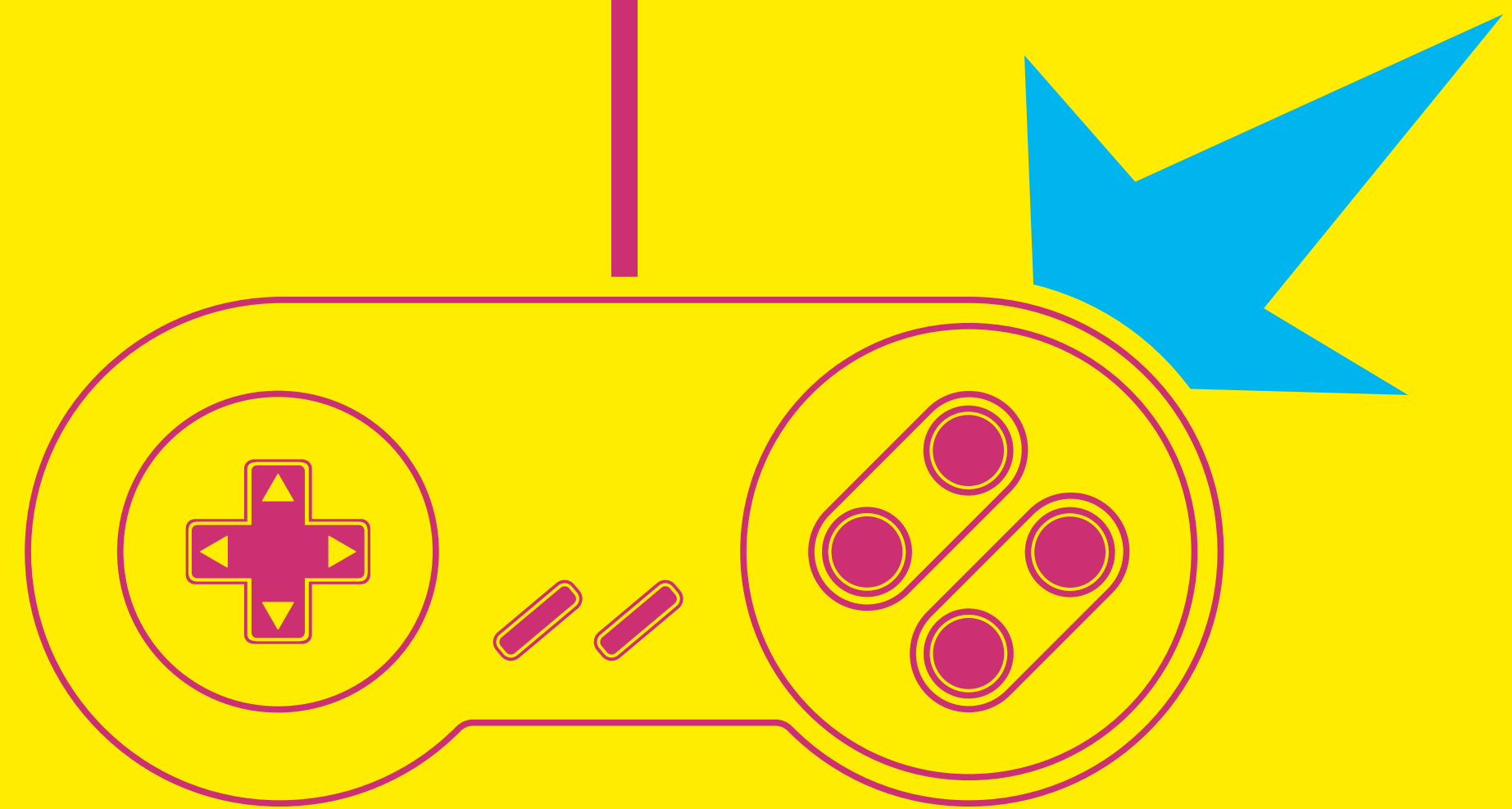


GAMEFEST

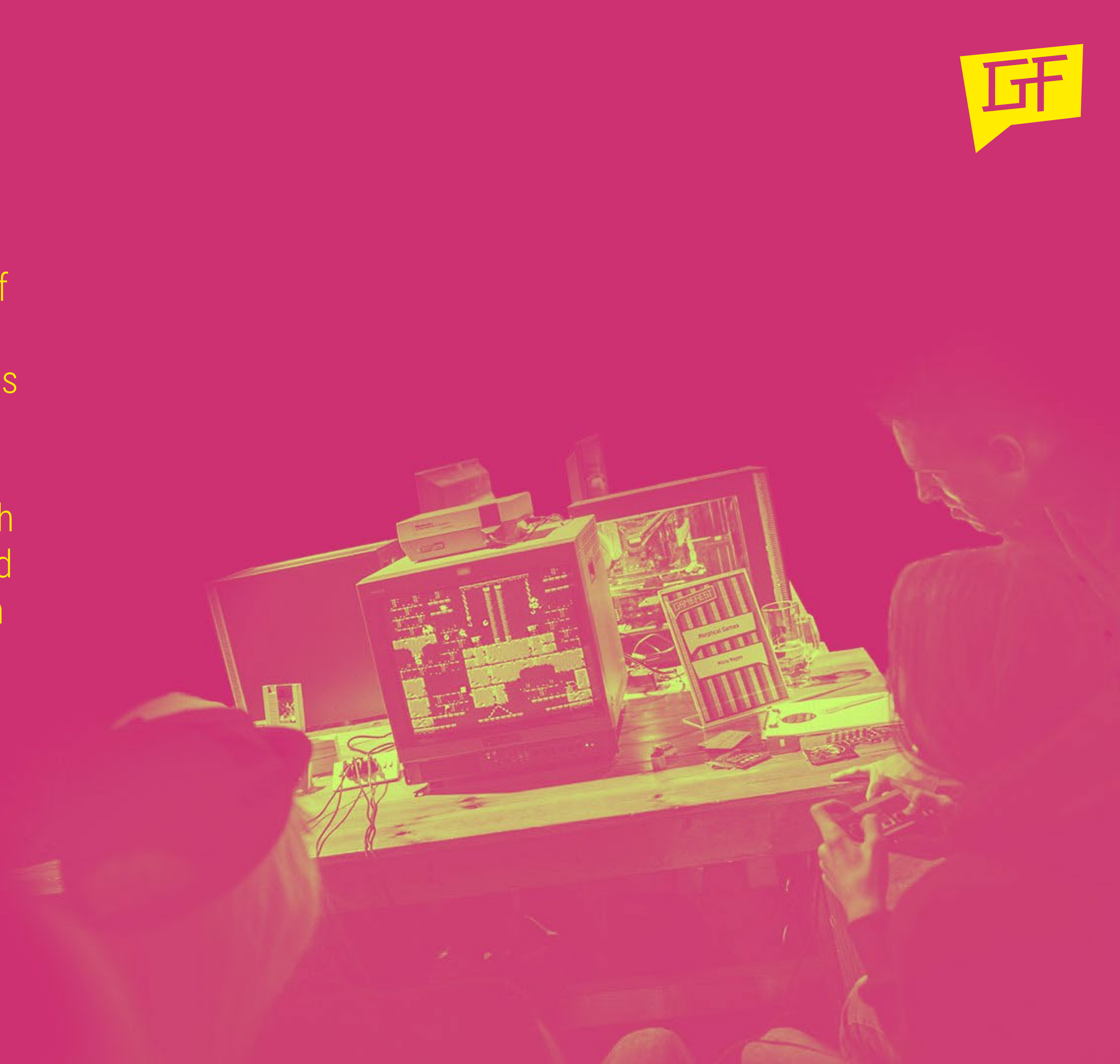
SPONSORING & EXHIBITOR BOOKLET
APRIL 12-14, 2019



ABOUT



Gamefest in Berlin is the B2C gaming event of gamesweekberlin. On more than 600sqm it offers an incomparable experience for families and gamers in a relaxed, family-friendly environment. Visitors can play different games, enjoy an extensive stage program with local multiplayer tournaments, music acts and informative interviews and learn something in practical workshops. The event is not a fair in the classical sense, but a celebration of what games have to offer.



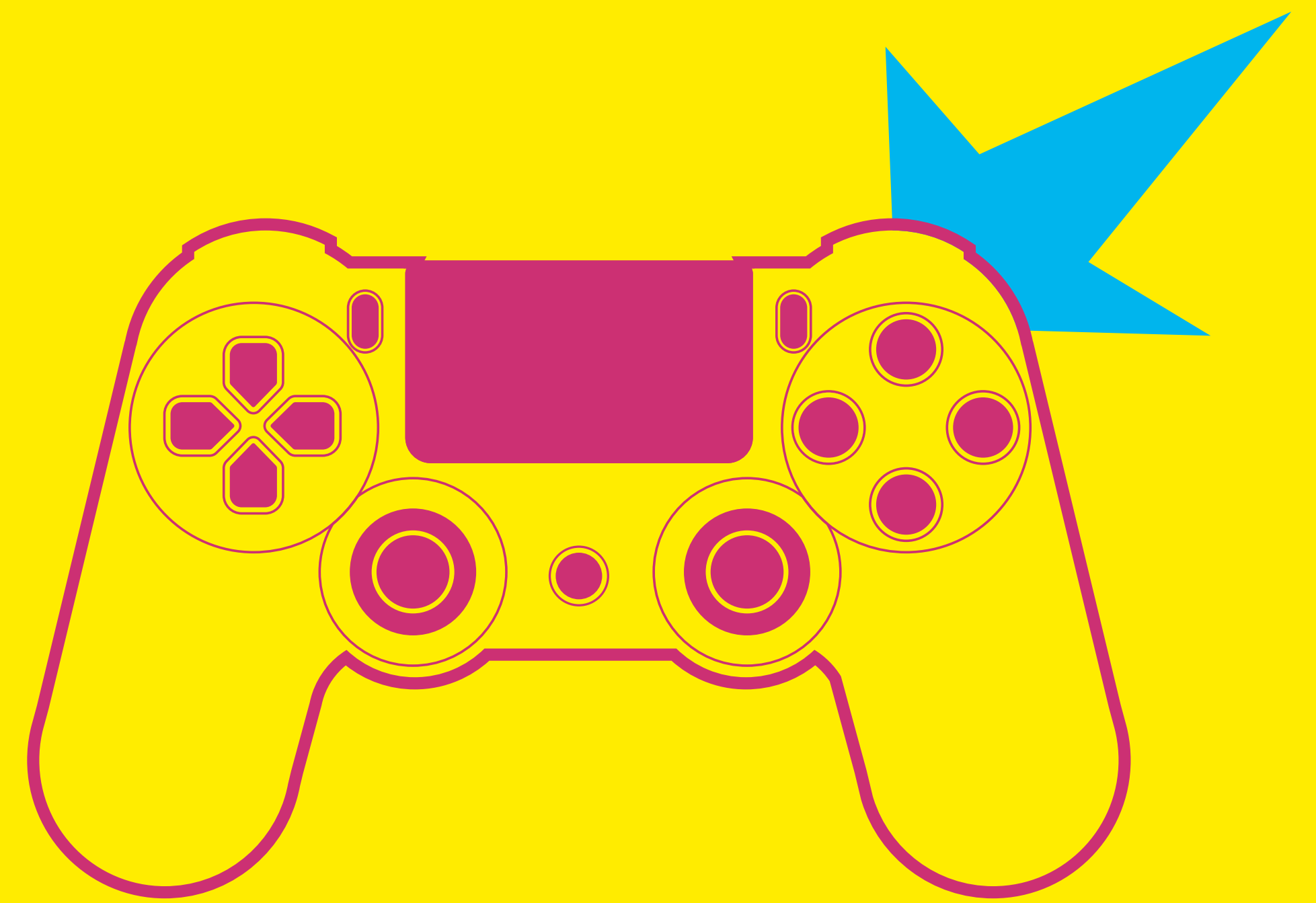
EXHIBITION



In an interactive exhibition, visitors can experience a broad range of games - from AAA titles, board- and card games, successful Kickstarter projects and creative indie games, to retro classics and VR-experiences.

The exhibition areas are prepared with a cross-beam system so that partners can easily present their games and products. It is also permitted and desired to sell games, merchandise or products.

The areas are offered in 5sqm units and may be shared with partners.



PROGRAM



The Gamefest stage program consists of interviews with developers, influencers and other heroes of the games scene, music acts, live let's play and local multiplayer tournaments.

We offer partners and exhibitors the opportunity to book stage time and present their products, visions and concepts live and in an entertaining way to the audience.

The contents will be developed in coordination with the program team. If desired, we can also help you with the execution of the planned program.



SPONSORING PACKAGES

Gamefest Sponsoring Partner

Become a partner at Gamefest of gamesweekberlin (April 12-14, 2019).

Includes:

- Logo + link sponsor level on www.gamefest.berlin
- Logo / mini-ad in the program flyer
- Flag / banner with your brand on location
- Trailer on stage during breaks and at the beginning of the program slots (max USK 12).
- Logo on digital and physical displays on location
- Integration in stage program
- Info-Counter or gaming booth in the exhibition (5sqm).
- Text Block + Visual in 1x Newsletter (gamesweekberlin)
- 2x Social Media shout out on Twitter and Facebook and Instagram channels of gamesweekberlin.

Tickets:

4 Gamefest Weekend tickets included.
2x 7-day gamesweekberlin Conference Experience tickets (value 429,- EUR each)

Deadline for booking: February 25, 2019

5.000,00 EUR

Host of dedicated Gamefest Area

Name one of these popular areas of Gamefest (April 12-14, 2019) with your brand.

1. RETRO AREA
2. INDIE AREA
3. MADE IN [your region] AREA
4. TABLE TOP AREA
5. VR AREA
(~10sqm / AREA)

Visible in all means of communication:

- Program flyer
- Website, Newsletter, Social Media
- On location through flags and branded guiding system

Setup costs for tech or furniture are not included and are part of a separate agreement.

Costs for space in the AREA can be passed on to participating exhibitors.

Games and Merchandise can be sold on location (product line in accordance with organizer).

Deadline for booking: February 25, 2019.

3.000,00 EUR

Gamefest Exhibitor Party

Invite the exhibitors and partners of Gamefest to a decent drink or two. The format of the event is created in close cooperation with our event management team.

Catering costs of 2500 EUR included.

Up to 20 invites from your network or business partners.

- Logo + link sponsor level on www.gamefest.berlin
- Logo / mini-ad in the program flyer
- Flag / banner with your brand on location
- Trailer on stage during breaks and at the beginning of the program slots (max USK 12).
- Logo on digital and physical displays on location

Deadline for booking: February 25, 2019

5.000,00 EUR



Gamefest Demo Table

Exhibit your new title at Gamefest in a shared demo zone of 5sqm (total of 4 exhibitors).

- Logo and name of the game in exhibition plan (print + online)
- Social Media shout out through gamesweekberlin channels
- Up to 4 exhibitor tickets

Deadline for booking: March 6, 2019

250,00 EUR

Gamefest Exhibitor

Book a space in the games exhibition of Gamefest (April 12-14, 2019). The exhibition is set-up in Kesselhaus of Kulturbrauerei and comes with a ready made framework for an easy setup. Spaces are predefined in 5sqm units. They can be shared with partner companies.

Logo integration (print + online), communication and tickets included

Deadline for booking: March 6, 2019

1.000,00 EUR

EXHIBITOR PACKAGES

TABLETOP AREA

Send us copies of your game and we take care of the rest!

A dedicated area is reserved for table top and card games. With play areas, catering and service staff to hand out the games, answer questions and even sell your copies. 80% of the revenue for you, 20% for our overhead and handling.

All you need to do is send us a couple of copies (we recommend a minimum of 5), a promotional text, explainer video and promotional graphics.

Want to book your own dedicated area?
Check out the exhibition packages!



OTHER POSSIBILITIES

Specials

We are happy to develop concepts for other presentation possibilities with you, such as:

- Stage program
- Volunteer branding
- Merchandise promotions
- Tournaments and competitions

Furthermore we are always grateful for a small merchandise donation for our tombola in exchange for a social media shoutout and your logo on the Gamefest website.

Upgrades

Upgrades from Gamefest to gamesweekberlin Partnerships or further engagement at events like QUO VADIS, Matchmaking Dinner, A MAZE. / Berlin, Womenize! or GERMAN ESPORTS SUMMIT can be offered.

When booking several events in the Kulturbrauerei, partners can save time and money with increased reach and visibility.

If desired we will gladly arrange a personal meeting or a telephone appointment.



IMPRESSIONS



CONTACT



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THE
GAME

www.gamefest.berlin