



***THE GAME DEV
CONFERENCE***
FOR EASTERN EUROPE
NOV 3-4

DEV  PLAY
2020

Online Edition

KEY INFO

THE GAME DEV CONFERENCE
FOR EASTERN EUROPE

DEV PLAY
2020

ABOUT

- Dev.Play is organized by the Romanian Game Developers Association, and is the only major game development conference to take place in Romania.
- The 4th edition took place on November 7-8, 2019 and attracted over 500 participants, from Romania and abroad.
- Dev.Play's mission is to promote the Romanian & Eastern European game development industry, both locally and internationally, and to serve its participants as an opportunity for networking and learning.

Figures for 2019 edition

500+ registered participants

40+ speakers

30+ total sessions, including:

- 6 tracks
- 8 special sessions, including panels, pitching and showcases
- Awards Gala

20+ countries represented

150+ companies represented

AFTER-MOVIE



THE GAMES INDUSTRY

The Romanian game development industry employs over **6000 people** and has generated a revenue of about **\$188M** in 2018.

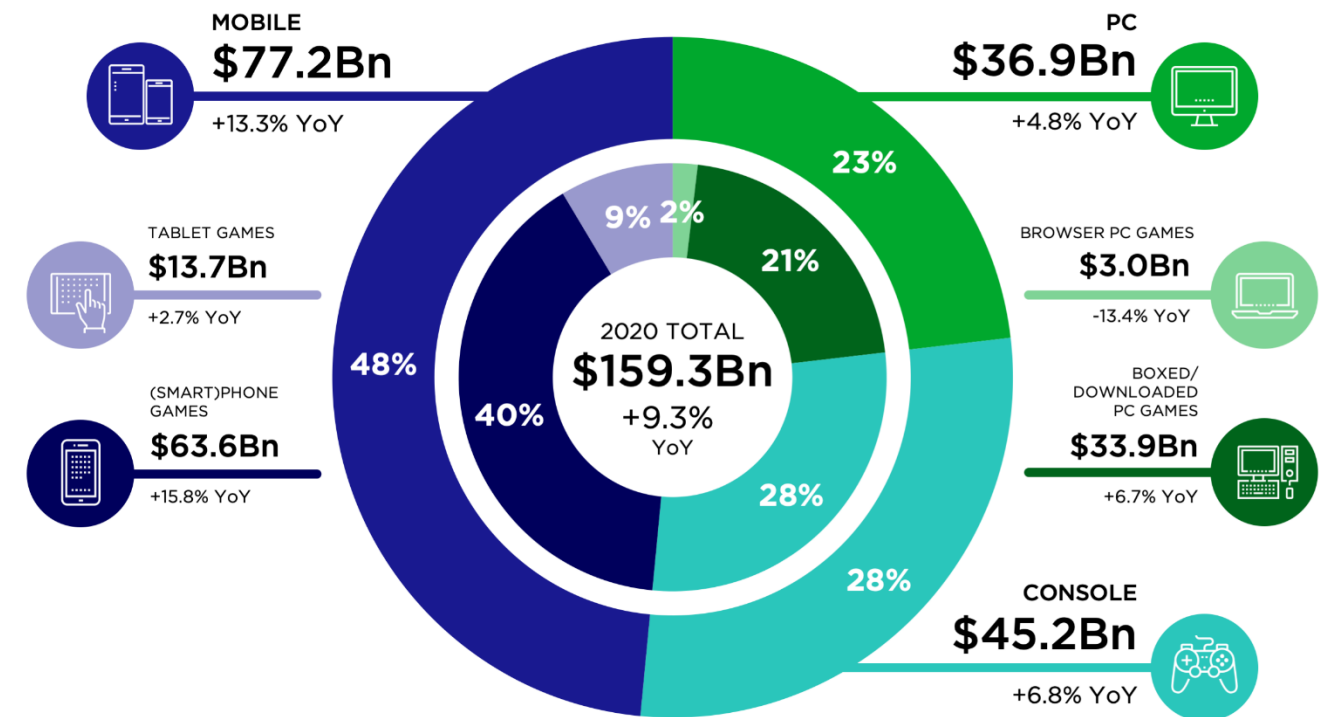
There are over **100 game dev studios** in Romania today, ranging from indie studios with 2 people to industry giants with over 1000 people, such as EA, Ubisoft or Gameloft.

Games are a booming business globally, reaching a total value of \$159 Billion, in 2020.



2020 Global Games Market

Per Device & Segment With Year-on-Year Growth Rates



2020 - AN ONLINE EDITION

For 2020, we are bringing the best of Dev.Play in an online form.

The conference will be powered by the [PINE](#) platform, to bring you all the content and features you're used to, through a single and modern online platform.

Join us to hear the experts on the latest industry trends, attend specialized workshops and network with developers, publishers and investors!



EVENT FEATURES

**600+ EXPECTED
PARTICIPANTS**

**VETERAN SPEAKERS &
INDUSTRY LEADERS**

**LECTURES, WORKSHOPS
& EXPERT PANELS**

VIRTUAL EXPO SECTION

INDIE AREA

PITCHING SESSIONS

**BUSINESS
MATCHMAKING**

DEV.PLAY AWARDS GALA

*Check the Dev.Play [website](#)
for more details!*

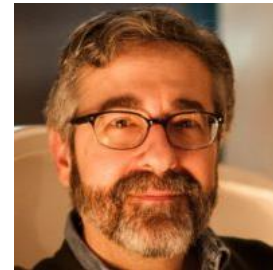
SPEAKERS



TOP INTERNATIONAL AND LOCAL SPEAKERS



Guillaume de Fondaumiere
Co-CEO,
Quantic Dream



Warren Spector
Studio Director,
Otherside Entertainment



Jason della Rocca
Co-Founder,
Execution Labs



Harri Manninen
Founding Partner,
Play Ventures



Michael Liebe
Games Outreach,
Kickstarter



Leanne Loombe
Director,
Riot Forge



Jefferson Valadares
Co-Founder / CEO,
Doppio Games



Gwen Foster
Senior Business Development,
Robot Teddy



Mariela Tzvetanova
Chief Business Dev. Officer,
Imperia Online



Alexandre Pelletier-Normand
SVP Games,
Rovio



Mariusz Gasiewski
Head of Mobile Gaming & Apps,
Google Poland



Taewon Yun
Chief BD Officer,
Super Evil Megacorp

More speakers for 2020 to be confirmed in the coming months!

INDIE OPPORTUNITIES

With a dedicated indie area, pitching sessions, business matchmaking tool and other side events, Dev.Play features many opportunities for independent studios to present their games and for investors or publishers to find top quality titles across all platforms.



Games showcased at Dev.Play have won or reached final stages in international indie game competitions, such as the [Nordic Game Discovery Contest](#), [The Big Indie Pitch](#) or [Indie Prize](#).



PAST PARTNERS

Our previous sponsors and partners include



AMBER



gamesindustry.biz



SPONSORSHIP PACKAGES



		DIAMOND	GOLD	SILVER – BOOTH	SILVER – STAGE	BRONZE
Main Sponsor	“Powered by” tag / Conference skinning	Yes	-	-	-	-
Virtual Expo	Partner booth in Virtual Expo	Yes	Yes	Yes	(replaced by stage)	Yes
	Career Wall slots	10	8	5	5	3
Branded Content	Branded speaking session / panel / workshop	2 (optional)	1 (optional)	-	-	-
	Dedicated sponsor moment (agenda slot)	Yes	Yes (paid option)	-	-	-
	Video commercials during breaks (20 - 40 sec)	2-day package	1-day package	1-day package	1-day package	-
Conference Access	Full Access Pass	8	5	4	2	2
	VIP Pass	4	2	1	1	1
Studio Branding	Logo on official spider banner	Yes	Yes	Yes	Yes	Yes
Digital Branding	Listed as sponsor on website	Diamond listing	Gold listing	Silver listing	Silver listing	Bronze listing
	Logo on virtual stage overlay	Yes (prominent)	Yes	-	-	-
	Message in newsletter	Yes	Yes	-	-	-
	Ad banner on event platform	Yes	Yes	-	Stage banner	-
	Virtual goodie bag insert	Yes	Yes	Yes	Yes	Yes
	Shout-out on event Discord hub	2	1	-	-	-
	Social media posts	5	3	1	1	1
	Package availability	x1	x5	unlimited	x2	unlimited
	Package cost	€ 15,000	€ 6,500	€ 4,000	€ 4,000	€ 2,000

SOLD OUT

SPONSORSHIP: OTHER OPTIONS

Additional branding options

Video
Commercials

€ 1750*

Meeting System
Sponsor

€ 4000

Indie Area
Sponsor

SOLD OUT

Branded
Session

€ 1500

Awards Gala
Sponsor

€ 2000**

* Max 5 different videos per break; Min 5 commercials per sponsor per package; Package covers 1 day.

** Co-Sponsorship - € 2000; Exclusive Sponsorship - € 5000

Please contact us for a detailed listing of these packages.

Other branding options
are available.

CONTACT US!



ANNEX: ABOUT RGDA

DEV.PLAY is an event organized and managed by **RGDA** - The Romanian Game Developers Association.

RGDA was founded in 2013 with the mission to develop and promote the game development industry in Romania.

Its members currently cover over 90% of the local game dev professionals.



PROMOTE the local games industry to the general public

Contribute to the development of EDUCATION towards this field

Develop a strong COMMUNITY of game developers in Romania

Take actions towards obtaining increasing GOVERNMENT SUPPORT for the industry

ANNEX: GAME DEV IN ROMANIA

RGDA

The Romanian Game Development Industry

2018 Snapshot

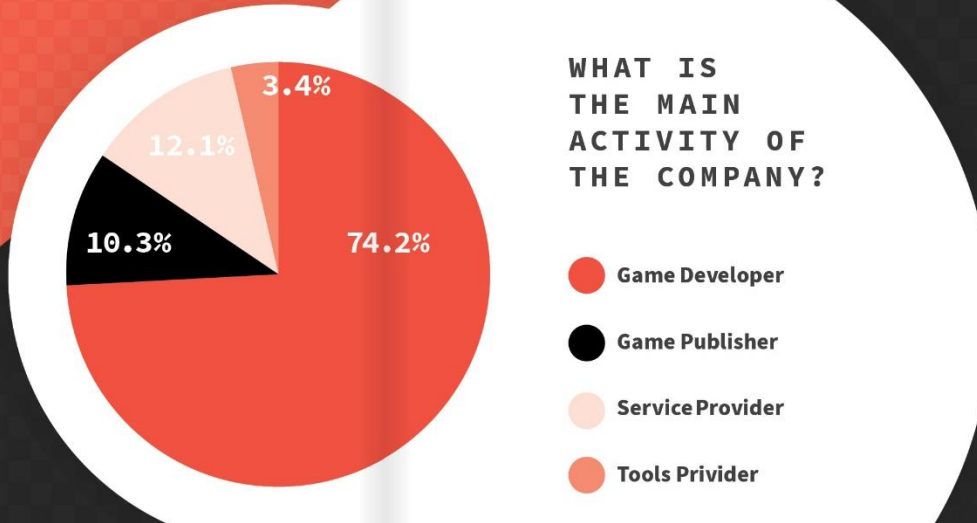
EVOLUTION OF INDUSTRY TURNOVER:



NUMBER OF PEOPLE WORKING THE SECTOR

6000 people

WHAT IS THE MAIN ACTIVITY OF THE COMPANY?



TOP 25 COMPANIES BY REVENUE

- Ubisoft Romania
- Electronic Arts Romania
- Gameloft Romania
- Ati Studios
- Amber Studio
- Nutaku Publishing
- Bandai Namco
- King Games Studio
- Quantic Lab
- Mavenhut
- Fun Labs Romania
- Those Awesome Guys
- Whyttest
- Angry Mob Games
- eRepublik
- AMC Pixel Factory
- Green Horse Games
- Holotech Studios
- PlayWing
- Atypical Games
- Idea Studios
- Greenlink Group
- Dream Primer
- WitchHut Games
- Killhouse Games

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CONTACT

Interested in becoming a partner?

Drop us a line:



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andreea.per@rqda.ro

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