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PLM

THE **GAME DEV**  
**CONFERENCE**  
FOR **EASTERN EUROPE**

OCTOBER 25-26



*An Online Celebration of Game Development*

# KEY INFO

- Dev.Play is organized by the Romanian Game Developers Association and is the only major game development conference taking place in Romania.
- The 5<sup>th</sup> edition – fully online - took place on November 3-4, 2020, and attracted over 600 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 2020 edition

**600** registered participants

**40** speakers

**30** total sessions, including:

- 20+ expert lectures
- 6 in-depth workshops Awards Gala

**30** countries represented

**200** companies represented



# THE GAMES INDUSTRY

The Romanian game development industry employs over **6000 people** and has generated a revenue of about **\$200M in 2019**.

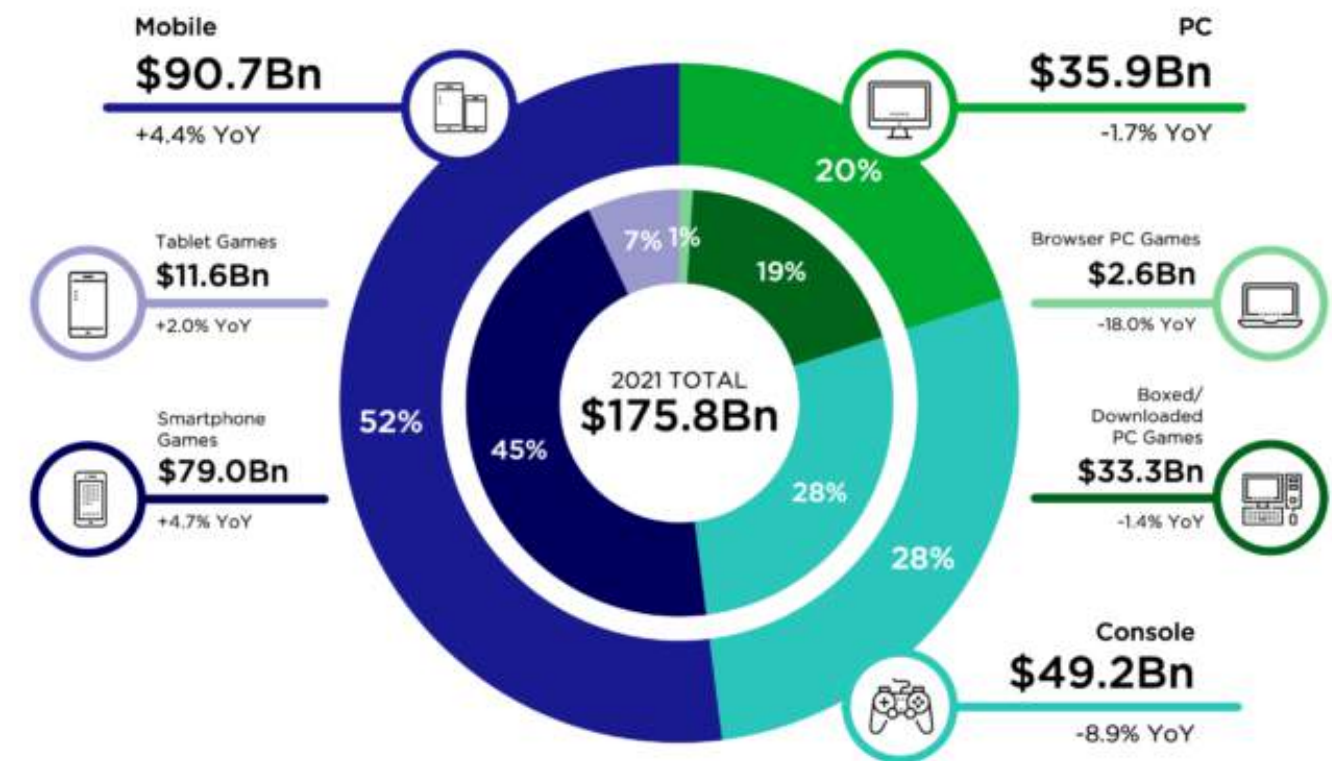
There are over **100 game dev studios** in Romania today, ranging from indie studios with 2 people to industry giants with over 1000 people, such as EA, Ubisoft or Gameloft.

*Games are a booming business globally, expected to reach over **\$200Bn** in value, by 2023.*



## 2021 Global Games Market

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



# 2021 - A SPECIAL ONLINE EDITION



In 2020, Dev.Play has transitioned to a fully online event.

For 2021, we are adapting the format considering the best practices of online events and bringing you a special celebration of game development studios with unique features.

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. Certain parts of the event will also be streamed live on YouTube.

Join us to hear the experts on the latest industry trends, attend specialized workshops, check out games from Eastern Europe and network with developers, publishers and investors!



# EVENT FEATURES

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

600+ EXPECTED PARTICIPANTS

EXPERT LECTURES & WORKSHOPS

BUSINESS MATCHMAKING

LIVE-STREAMED INDIE SHOWCASE

VETERAN SPEAKERS & INDUSTRY LEADERS

VIRTUAL EXPO AREA

PITCHING SESSIONS

AWARDS GALA



# INDIE OPPORTUNITIES

With a dedicated indie showcase feature, 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	BRONZE
Main Sponsor	"Powered by" tag / Conference skinning	Yes	-	-	-
Virtual Expo	Partner booth in Virtual Expo	Yes	Yes	Yes	Yes
	Career Wall slots	10	8	5	3
Branded Content	Branded speaking session / panel / workshop	2 (optional)	1 (optional)	-	-
	Dedicated sponsor moment (agenda slot)	Yes	Yes (optional)	-	-
	Video commercials during breaks (20 - 40 sec)	12+ displays	6+ displays	3+ displays	-
Event Passes	Full Access Pass	8	5	4	2
Studio Branding	Logo on official spider banner	Yes	Yes	Yes	Yes
Digital Branding	Listed as sponsor on website	Diamond listing	Gold 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	-	-
	Virtual goodie bag insert	Yes	Yes	Yes	Yes
	Shout-out on event Discord hub	2	1	Yes	Yes
	Social media posts	5	3	1	1
	Package availability	x1	x4	unlimited	unlimited
	Package cost	€ 15,000	€ 6,000	€ 3,000	€ 1,600



# SPONSORSHIP: OTHER OPTIONS

## 2021 Special

### Indie Festival

Full-day live-streamed\*  
indie showcase

€ 10,000

## Branding options

Virtual Stage  
Sponsor\*

€ 2,500

Meeting System  
Sponsor

€ 4,000

Awards Gala  
Sponsor\*

€ 2,000+

## Branding options

Video  
Commercials\*

€ 1,750

Branded  
Session

€ 1,500

Networking  
Drink-Up  
(offline)

€ 2,000

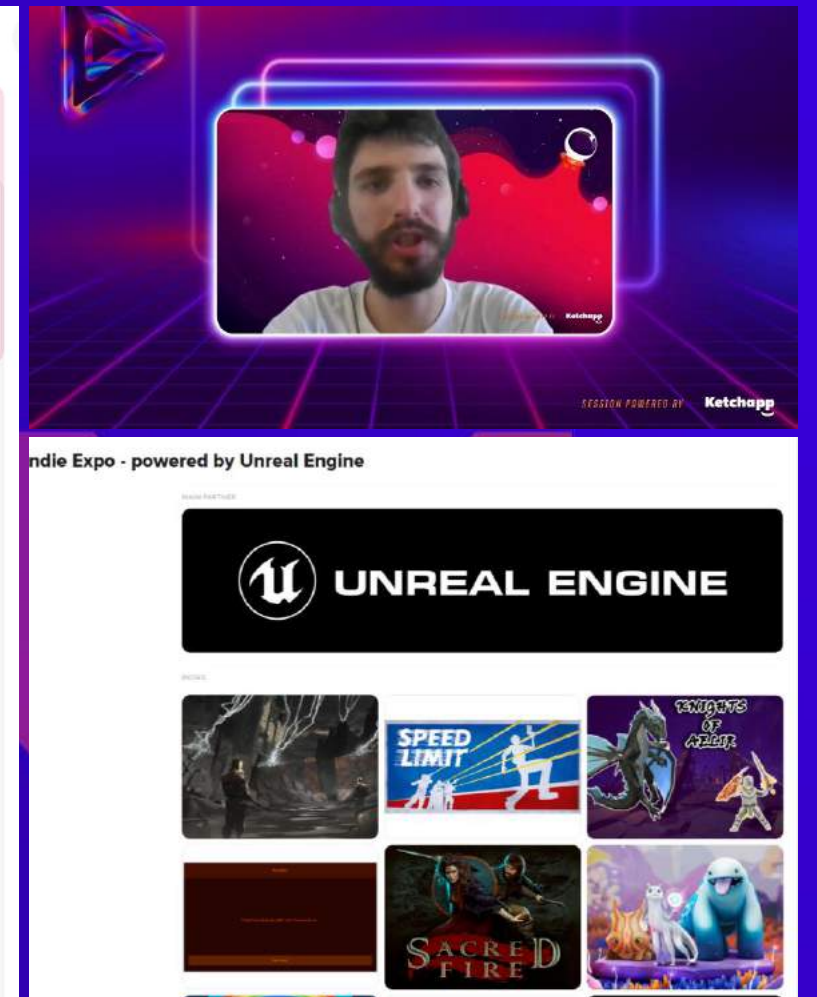
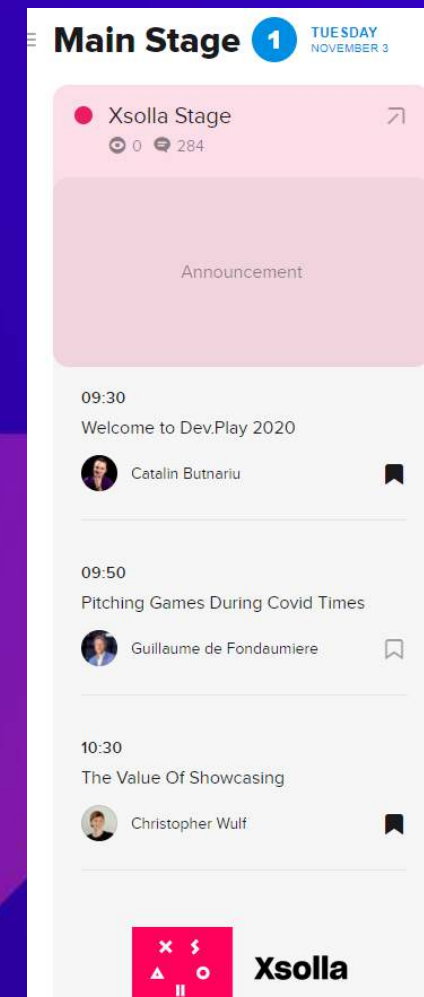
\* Indie Festival will be streamed live on YouTube during Day 2, available to anyone (no ticket necessary).

\* Virtual Stage option sold together with a Gold or Silver sponsorship.

\* Video commercials package includes 5 video displays.

\* Awards: Co-Sponsorship - € 2000; Exclusive Sponsorship - € 5000

Please contact us for a detailed listing of these packages.



# 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

# CONTACT

Interested in becoming a partner?

Drop us a line:



[catalin.butnariu@rgda.ro](mailto:catalin.butnariu@rgda.ro)



[andreea.per@rgda.ro](mailto:andreea.per@rgda.ro)

[www.dev-play.ro](http://www.dev-play.ro)