



THE GAME DEV CONFERENCE

OCTOBER  
24-25

FOR EASTERN EUROPE



# 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 6<sup>th</sup> edition – fully online – took place on October 25-26, 2021, and attracted over 500 participants, from Romania and abroad.
- The Dev.Play 2021 Indie Festival was a live-streamed showcase of independent games from the region and attracted over 300,000 unique viewers.
- In 2022 Dev.Play is coming back in a hybrid format, including a boutique physical presence and online participation.
- 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 2021 edition

**500** registered participants

**30** speakers

**25** total sessions, including:

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

**300K** viewers at the Indie Festival

**20+** countries represented

**220+** companies represented





# THE GAMES INDUSTRY

The Romanian game development industry employs over **6000 people** and has generated a revenue of about **€200M in 2020**

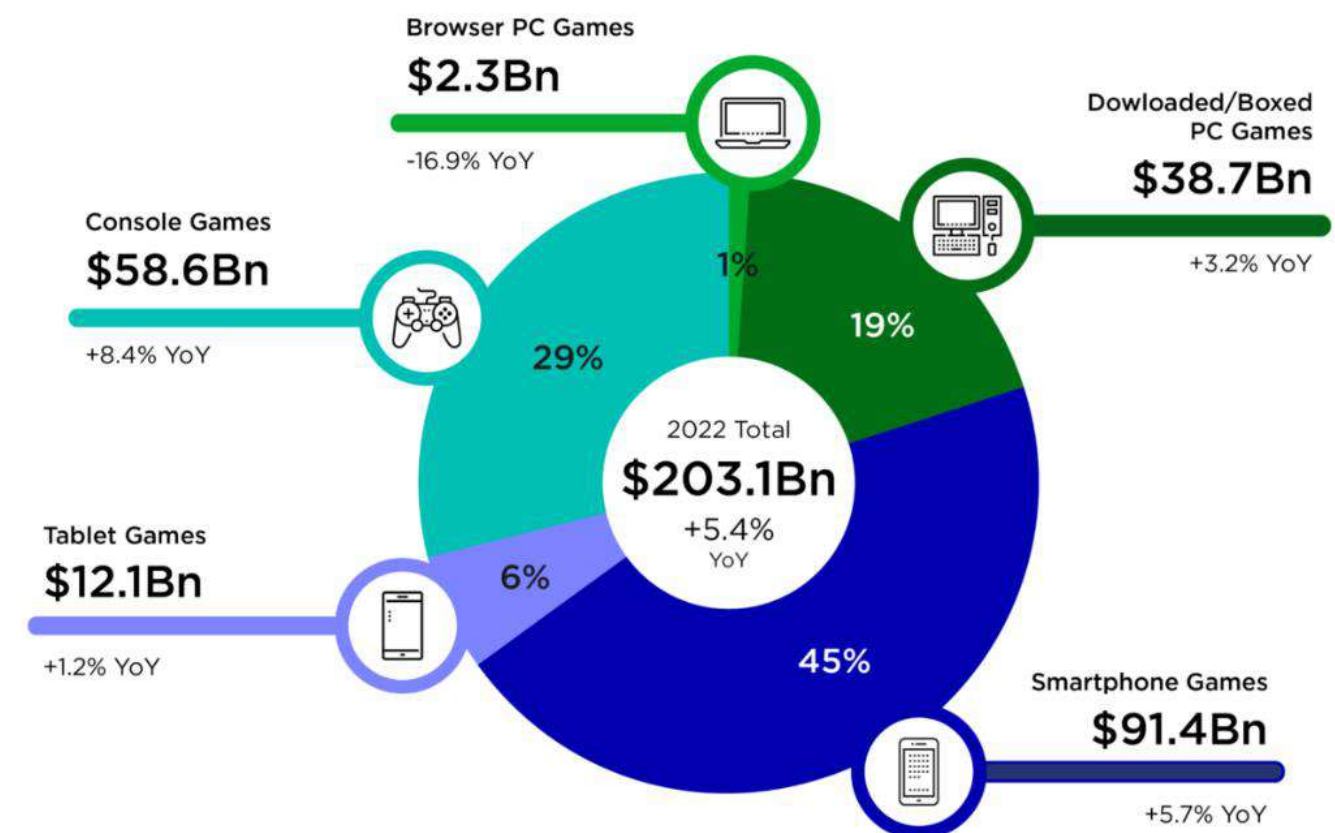
There are over **120 game dev studios** in Romania today, ranging from indie studios with 2 people to industry giants with over 1000 people, such as EA, Ubisoft or Gameloft.

*Games are a booming business globally, expected to reach over **\$200Bn** in value in 2022.*



## 2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



Source: ©Newzoo | Global Games Market Report | April 2022

[newzoo.com/globalgamesreport](https://newzoo.com/globalgamesreport)



# 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**

**EXPO AREA**

**PITCHING SESSIONS**

**AWARDS GALA**





# LOCATION

Home to Romania's game development hub, [Bucharest](#) is a dynamic and energetic city, with an exciting nightlife.

The conference will take place at [Point](#), a boutique events venue, meant to ensure a welcoming and cozy environment for all participants.





# 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 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](#).



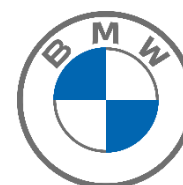


# PAST PARTNERS

Our previous sponsors and partners include



AMBER



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# SPONSORSHIP PACKAGES



		DIAMOND	GOLD	SILVER	BRONZE (online only)
Main Sponsor	"Powered by" tag (Contact us)	Yes			
Expo Space	Partner booth in Expo Area (onsite) OR Branded Area*	Yes	Yes	Yes	
	Career Wall slots (onsite & online)	10	8	5	5
Branded content	Branded speaking session / panel / workshop	2 (optional)	1 (optional)		
	Dedicated sponsor moment (agenda slot)	Yes			
	Video commercials during breaks (15 - 30 sec)	8+ displays	6+ displays	3+ displays	1+ displays
Conference access	VIP Passes + Business Passes	2 + 5	2 + 3	1 + 2	1 + 1
Studio branding	Logo on official spider	Yes	Yes	Yes	Yes
Digital branding	Listed as sponsor on website (homepage & sponsor page)	Diamond listing	Gold listing	Silver listing	Bronze listing
	Main stage branding	Yes			
	Message in newsletter	Yes	Yes		
	Shoutout on event Discord hub	Yes	Yes	Yes	Yes
	Posts on Dev.Play & RGDA site / Facebook	5	3	1	1
Package availability		x2	x5	x3	unlimited
Package cost		15,000 €	8,500 €	5,500 €	2,000 €



# SPONSORSHIP PACKAGES



2022 Special	2022 Special	2022 Special	Branding options			
<b>Indie Festival Partnership</b>  Two-day live-streamed* indie showcase Onsite dedicated area Gold-level benefits  <b>€ 12,000</b>	<b>Conference Lounge Area</b>  Onsite lounge area Gold-level benefits  <b>€ 8,500</b>	<b>Official Party Sponsor</b>  Dev.Play party sponsor Gold-level benefits  <b>€ 15,000</b>	<b>Speaker Reception Sponsor</b> <b>€ 5,000</b>	<b>Meeting System Sponsor*</b> See Notes	<b>Awards Gala Sponsor*</b> <b>€ 2,500+</b>	<b>Workshops Sponsor</b> <b>€ 5,000</b>
			Branding options			
			<b>Video Commercials*</b> <b>€ 1,750</b>	<b>Branded Session</b> <b>€ 1,500</b>	<b>Happy Hour (onsite)</b> <b>€ 2,000</b>	<b>Coffee Breaks (onsite)</b> <b>€ 2,000</b>

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

\* Video commercials package includes 5 video displays.

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

\* Meeting System sponsorship can be matched with either Gold or Silver packages

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



THE **GAME DEV** CONFERENCE  
FOR EASTERN EUROPE

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