

OCTOBER 9-10

THE **GAME DEV** CONFERENCE
FOR EASTERN EUROPE



KEY INFO

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- Dev.Play is organized by the Romanian Game Developers Association and is the only major game development conference taking place in Romania.
- The 7th edition – organized in hybrid form, including a boutique physical presence and online participation - took place on October 24-25, 2022, and attracted over 400 participants, from Romania and abroad.
- The Dev.Play 2022 Indie Festival was a live-streamed showcase of independent games from the region and attracted over 210,000 unique viewers.
- 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 2022 edition

400 registered participants

33 speakers

25 total sessions, including:

- 20+ expert lectures
- Specialized workshops
- Awards Gala

210K viewers at the Indie Festival

16+ countries represented

190+ companies represented



EVENT FEATURES

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

500+ EXPECTED
PARTICIPANTS

EXPERT LECTURES &
WORKSHOPS

LIVE-STREAMED
INDIE FESTIVAL

VETERAN SPEAKERS &
INDUSTRY LEADERS

EXPO AREA

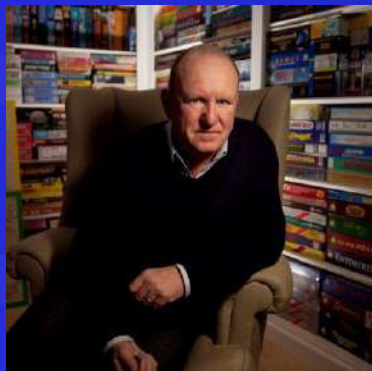
AWARDS GALA

IS & KAREN SOH - BLIZ



2023 SPEAKERS

TOP INTERNATIONAL AND LOCAL SPEAKERS



Sir Ian Livingston
Co-Founder,
Hiro Capital



Anthony Christov
Co-Founder,
ARC Academy



Mihai Pohontu
Executive Chairman,
Amber



Adam Kovac
Solutions Specialist,
3Lateral



Radu Ziemba
Managing Director,
Deadline

More speakers for 2023 to be confirmed in the coming months!

LOCATION

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Home to Romania's game development hub, **Bucharest** is a dynamic and energetic city, with an exciting nightlife.

The conference will take place at **Novotel**, one of the top hotels in downtown Bucharest, in the most popular area of the city, the iconic "Calea Victoriei".



INDIE OPPORTUNITIES

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With a dedicated livestreamed indie festival, pitching sessions and promotion tools, Dev.Play is a great opportunity 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 SPEAKERS

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Previous editions of Dev.Play featured industry-renowned guests.



Guillaume de Fondaumiere
Co-CEO,
Quantic Dream



Ian Livingstone
Co-founder
Games Workshop



Warren Spector
Studio Director,
Otherside Entertainment



Jason della Rocca
Co-Founder,
Execution Labs



Candace Thomas
Senior Game Designer,
Blizzard Entertainment



Leanne Loombe
Director,
Riot Forge



Callum Underwood
Director,
Robot Teddy



Johanness Roth
Managing Director
Mimimi Games



Cyril Barrow
Operations Manager,
Rovio



Harri Manninen
Founding Partner,
Play Ventures



Nicole Senger Maas
Art Director,
EA Sports



Mike Laidlaw
Creative Director,
BioWare

*Company and job title valid at the moment of their participation

PAST PARTNERS

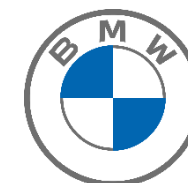
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Our previous sponsors and partners include



AMBER



gamesindustry.biz



SPONSORSHIP PACKAGES

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		DIAMOND	GOLD	SILVER	BRONZE
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	10	8	5	5
Branded content	Branded speaking session / panel / workshop	1 (optional)	1 (optional)		
	Dedicated sponsor moment on main stage (15 min)	Yes			
	Video commercials during breaks (15 - 30 sec)	8+ displays	6+ displays	4+ displays	2+ 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	2	1
Package availability		x2	x5	x3	unlimited
Package cost		15,000 €	8,500 €	5,500 €	2,000 €

SPONSORSHIP PACKAGES

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2023 Special

Romanian Games Awards Gala Sponsor

Live Awards Gala at
Odeon Theatre

Gold-level
conference branding

€ 15,000

2023 Special

Official Party Sponsor

Exclusive Dev.Play
party sponsor

Gold-level
conference branding

€ 12,500

2023 Special

Indie Festival Partnership

Live-stream showcase*
Onsite dedicated area

Gold-level
conference branding

€ 12,500

2023 Special

Conference Lounge Area

Conference lounge
area

Gold-level
conference branding

€ 10,000

Branding options

VIP Dinner
Sponsor

€ 8,500

VIP Lounge
Sponsor

€ 5,500

Branding options

Workshops
Sponsor

€ 4,000

Awards
Category
Sponsor*

€ 4,000

Branding options

Happy Hour /
Coffee Break*

€ 2,500+

Video
Commercials*

€ 1,750

* Indie Festival streamed live on YouTube, before the main event days, available to anyone.

* Video commercials package includes 5 video displays for 1 day.

* Awards: Main partner - € 15,000;

Category sponsor - € 4000 (5 slots available).

* Happy Hour & Coffee Breaks cost subject to catering details.

Please [contact us](#) for more information on 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 US!

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www.dev-play.ro