OCTOBER 9-10

THE **GAME DEV** CONFERENCE
FOR EASTERN EUROPE

DEV ▷ PLAY
2023

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 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!

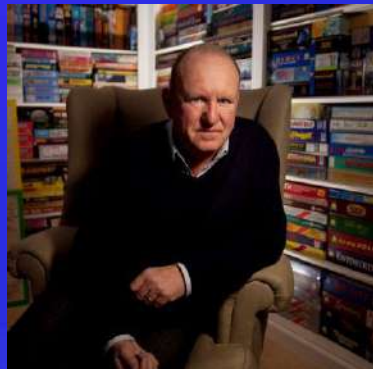|		
400+ EXPECTED PARTICIPANTS	**EXPERT LECTURES BY INDUSTRY VETERANS**	**NETWORKING OPPORTUNITIES**
LIVE-STREAMED INDIE FESTIVAL	**OFFICIAL PARTY**	**ROMANIAN GAME AWARDS GALA**

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

Liliia Mandrino
UX Director,
Electronic Arts

Adam Kovac
Solutions Specialist,
3Lateral

Andreea Enache
Chief Revenue Officer,
Amber

Louis-René Auclair
CEO,
Rocket Ride Games

Radu Ziemba
Managing Director,
Deadlime

LOCATION

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

The conference will take place over two venues in downtown Bucharest, at Novotel and Odeon Theater. The two venues are within close proximity of each other, in the most popular area of the city, the iconic "Calea Victoriei".

INDIE FESTIVAL

With a dedicated livestreamed indie festival, with games being showcased by professional streamers on Steam, Twitch and YouTube, Dev.Play is a great opportunity for independent studios to present their games to the global public, get more downloads and wishlists and attract publisher attention.

Games showcased at Dev.Play have won or reached final stages in international indie game competitions, and have seen their download and wishlist numbers grow after being featured on Dev.Play's Steam Sale page.
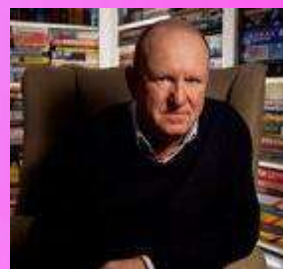
PAST SPEAKERS

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

SPONSORSHIP PACKAGES

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		DIAMOND	GOLD	SILVER	BRONZE*
Main Sponsor	"Powered by" tag (Contact us)	Yes			
On-Site Presence	Branded Area / Activation (Contact us)	Yes (Odeon & Novotel)	Yes (Odeon & Novotel)	Yes (Novotel)	RGA Category
	Career Wall slots	10	8	5	5
Branded content	Branded speaking session / panel / workshop	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	Full Passes	7	5	3	1 (+2 RGA tickets)
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	x3	x3	unlimited
	Package cost	15,000 €	7,500 €	4,500 €	2,500 €

* Bronze package is equivalent to RGA Category sponsor – see RGA Sponsorship slide

OTHER SPONSORSHIP OPTIONS

2023 Special

Official
Party Sponsor

Exclusive Dev.Play
party sponsor

Gold-level
conference branding

SOLD OUT

2023 Special

Indie Festival
Partnership

Live-stream showcase*
Onsite dedicated area

Gold-level
conference branding

€ 12,500

Branding options

**VIP Dinner
Sponsor**

€ 8,500

**Coffee Break
Sponsor***

€ 2,500+

Branding options

**Happy Hour
Sponsor***

€ 2,500+

**Video
Commercials***

€ 1,750

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

* 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.

* Branding at Odeon for Dev.Play packages may not be displayed during Awards Gala.

*Please contact us for more
information on these packages.*

RGA SPONSORSHIP OPTIONS

	Main Sponsor Main Partner of Awards Gala at Odeon Theatre	Reception Sponsor Main Partner of RGA Welcome Reception	Category Sponsor* Sponsor of Selected Awards Category
Sponsor moment on main stage	Yes (10 min)		Category Presenter
Video ads during breaks (15 – 30 sec)	6+ displays	4+ displays	2+ displays
Conference + Awards Passes	5 Full + 3 Awards	3 Full + 3 Awards	1 Full + 2 Awards
Logo on official spider	Yes	Yes	Yes
On-site branding during Awards Gala	Awards Stage	Reception Area	
Message in newsletter	Yes	Yes	
Shoutout on event Discord hub	Yes	Yes	Yes
Social media posts	5	3	1
Package availability	x1	x1	x10
	€ 15,000	€ 7,500	€ 2,500

* Any category of the Dev.Play Awards or Romanian Industry Awards can be sponsored, with the exception of "Industry Star Award" and "Outstanding Achievement Award"

ANNEX: THE GAMES INDUSTRY

The Romanian game development industry employs over 7000 people and has generated a revenue of about €300M in 2022.

There are over 200 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 $211Bn in value in 2025.

RGDA

Anatomy of gaming

2021 snapshot of Romania's video games industry
13 OCTOMBRIE 2022

-5% versus 2020 | Number of studios 228

+12% versus 2020 | Employees and collaborators 6,700

+17% versus 2020 | Total value of the industry 312 million dollars

-1% versus 2020 | Number of players 7.8 million

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.

RGDA
ROMANIAN GAME DEVELOPERS ASSOCIATION

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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Event Manager
andreea.sava@rgda.ro

www.dev-play.ro