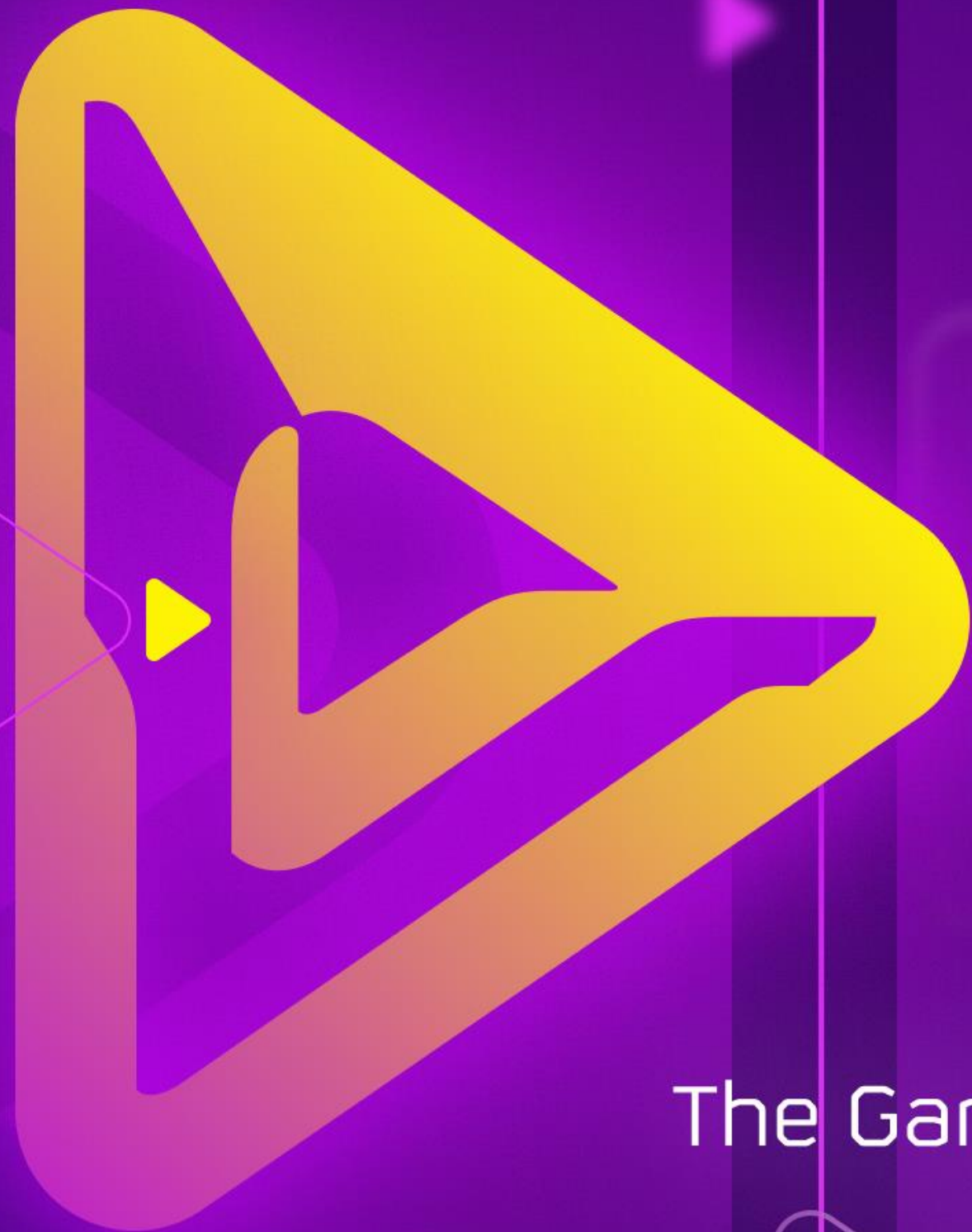


DEV  PLAY



June 3-4

The Game Dev Conference
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 8th took place on October 9-10, 2023, and attracted over 400 participants, from Romania and abroad.
- The Dev.Play 2023 Indie Festival was a live-streamed showcase of independent games from the region.
- 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 2023 edition

- 400 registered participants
- 13 speakers
- 21 games showcased in Indie Festival
- 18+ countries represented
- 150+ companies represented



EVENT FEATURES

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

500+ EXPECTED PARTICIPANTS

EXPERT LECTURES BY INDUSTRY VETERANS

NETWORKING OPPORTUNITIES

VIP SIDE EVENTS

LIVE-STREAMED INDIE FESTIVAL

ON-SITE INDIE EXPO

DEV.PLAY AWARDS

OFFICIAL PARTY

AS & KAREN SOH - BLIZ



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

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 the **Aula Magna** of the "**Polytechnica**" University of Bucharest, a brand new events center.



INDIE FESTIVAL & EXPO

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



Examples of past participating titles

Festival Schedule

Due to new Steam regulations, the Indie Festival is now split in 4 days throughout the year, each with a focus on specific genres.

- **Strategy & Tactics - April**
- **Platformer & Puzzle - June**
- **Multiplayer & Co-op - September**
- **Roguelike & Roguelite - November**

Each Indie Festival Day will include 10 hours of live streaming by professional streamers playing a curated selection of participating games and developer interviews, along with a dedicated Steam Sale page and potential featuring*.

Besides the 4 online days, the Dev.Play on-site expo will showcase up to 20 unreleased games from the Indie Festival.



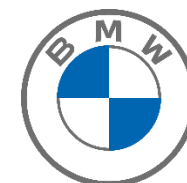
*Dev.Play staff will make all possible efforts to secure Steam featuring for each Festival Day, but featuring cannot be guaranteed. Please check the Dev.Play website for a full list of Indie Festival participation rules.

PAST PARTNERS

Our previous sponsors and partners include



AMBER



gamesindustry.biz



SPONSORSHIP PACKAGES



		DIAMOND	PLATINUM	GOLD	SILVER
Main Sponsor	"Powered by" tag (Contact us)	Yes			
On-Site Presence & Branding	Booth OR Branded Area OR Activation* (includes branded prints)	Yes	Yes	Yes	Activation Only
	Main stage branding	Yes			
	Career Wall slots	10	8	5	5
	Logo on official spider	Yes	Yes	Yes	Yes
Branded content	Branded speaking session / panel / workshop	1 (optional)	1 (optional)		
	Video commercials during breaks (15 - 30 sec)	8+ displays	6+ displays	4+ displays	2+ displays
Conference access	Full Passes	7	5	3	2
	VIP Side Event Access	2	1		
Digital branding	Listed as sponsor on website (homepage & sponsor page)	Diamond listing	Gold listing	Silver listing	Bronze listing
	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	x5	unlimited
	Package cost	16,500 €	9,000 €	5,500 €	3,000 €

*Refer to next slide for a list of branded areas and activations corresponding to each sponsorship level. Platinum and Gold options can also choose a standard booth (8sqm or 6 sqm, each with table, 2 chairs and branding).

All packages can be customized – please contact us!

OTHER SPONSORSHIP OPTIONS

<p>2024 Special</p> <p>Indie Festival Partnership</p> <p>Livestream showcase & on-site expo</p> <p>Diamond-level conference branding</p> <p>€ 16,500</p>	<p>2024 Special</p> <p>VIP Side Event Sponsor</p> <p>1-Day group trip to Royal Peleş Castle!</p> <p>Platinum-level conference branding</p> <p>€ 10,000</p>	<p>2024 Special</p> <p>Official Party Sponsor</p> <p>Exclusive Dev.Play party sponsor</p> <p>Platinum-level conference branding</p> <p>€ 10,000</p>	<p>Platinum-level Options</p> <table><tbody><tr><td><p>VIP Dinner Sponsor</p><p>€ 8,500</p></td><td><p>Main Lounge Sponsor</p><p>€ 8,500</p></td></tr></tbody></table>			<p>VIP Dinner Sponsor</p> <p>€ 8,500</p>	<p>Main Lounge Sponsor</p> <p>€ 8,500</p>
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<p>Gold-level Options</p> <table><tbody><tr><td><p>VIP Lounge Sponsor</p><p>€ 5,500+</p></td><td><p>Dev.Play Awards</p><p>€ 5,500</p></td><td><p>Lanyards Sponsor</p><p>€ 5,500+</p></td></tr></tbody></table>				<p>VIP Lounge Sponsor</p> <p>€ 5,500+</p>	<p>Dev.Play Awards</p> <p>€ 5,500</p>	<p>Lanyards Sponsor</p> <p>€ 5,500+</p>	
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<p>Bronze-level Options & extras</p> <table><tbody><tr><td><p>Happy Hour Sponsor</p><p>€ 3,000</p></td><td><p>Coffee Break Sponsor</p><p>€ 3,000</p></td><td><p>Video Commercial s</p><p>€ 1,750</p></td></tr></tbody></table>				<p>Happy Hour Sponsor</p> <p>€ 3,000</p>	<p>Coffee Break Sponsor</p> <p>€ 3,000</p>	<p>Video Commercial s</p> <p>€ 1,750</p>	
<p>Happy Hour Sponsor</p> <p>€ 3,000</p>	<p>Coffee Break Sponsor</p> <p>€ 3,000</p>	<p>Video Commercial s</p> <p>€ 1,750</p>					

* Indie Festival streamed live on YouTube, 4 days throughout the year, including Dev.Play week.

* Indie Festival + on-site expo offered with priority as Diamond-level package deal. May also be available as 5 individual Gold-level options.

* VIP Exclusive 1-Day Trip to Sinaia, with visit to the Royal Peleş Castle.

* Party options includes venue (Expirat Club), branded drinks and resident DJ.

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

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

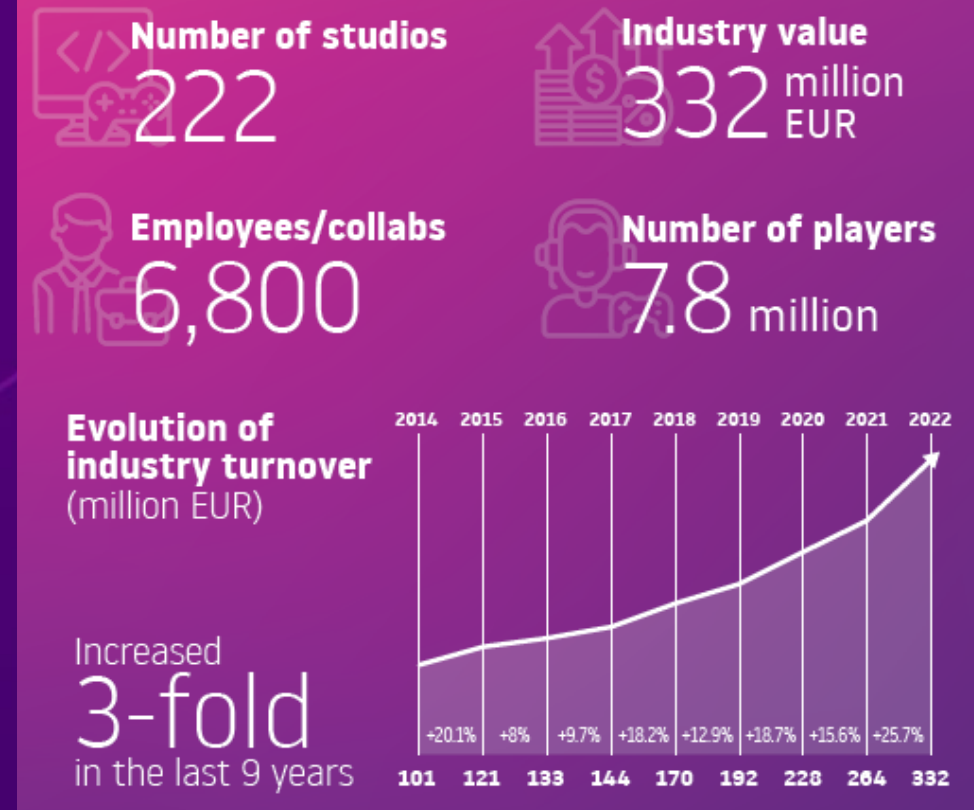
Please *contact us* for more information on these packages.

ANNEX: THE GAMES INDUSTRY

The Romanian game development industry employs about **7000 people** and has generated a revenue of about **€332M** in 2023.

There are over **220 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 **\$206Bn** in value in 2026.



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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Event Manager
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