



THE
**GAME DEV
CONFERENCE**
FOR EASTERN EUROPE

JUNE 8-9, 2026

KEY INFO

- Dev.Play is organized by the Romanian Game Developers Association and is the biggest game development conference taking place in Romania.
- The 10th edition took place in June 2025, and attracted over 400 participants from Romania and abroad, along with thousands of online viewers for the Dev.Play Indie Festival streams.
- 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 2025 edition

- **400** registered participants
- **20** speakers
- **15+** countries represented
- **160+** companies represented
- **65+** games showcased in Indie Festival
- **100K** stream views in Indie Festival



2026 MAIN TRACKS



DAY 1 TRACKS

Keynote Sessions

Indie Stories

External Development & AAA

DAY 2 TRACKS

Keynote Sessions

Mobile Game Dev **NEW!**

Technology & AI **NEW!**

CORE 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
GAMES SHOWCASE**

**OFFICIAL
PARTY**

**PARTNER EVENT:
ROMANIAN GAME
AWARDS**



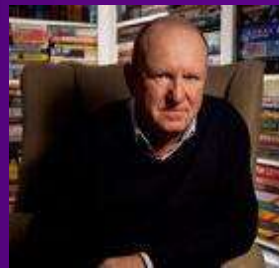
PAST SPEAKERS



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



Fawzi Mesmar
VP Global Creative
Ubisoft



Sebastian Kalembe
VP, Game Director
CD PROJEKT RED



Harri Manninen
Founding Partner,
Play Ventures



Liliia Mandrino
UX Director,
Electronic Arts



Mike Laidlaw
Creative Director,
BioWare

*Company and job title valid at the moment of the speaker's 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 in downtown Bucharest, at **Novotel Hotel**, in the most popular area of the city, the iconic "Calea Victoriei".



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.

Dev.Play Indie Festival

The Indie Festival is an online, live-streamed indie games showcase, presented by professional streamers. A curated selection of 20 games will be featured during the 10-hour showcase, including developer interviews.

In parallel, we are organizing the usual Steam Sale Page*, including released and upcoming games from Eastern and Central Europe.

Eligible countries: Albania, Bosnia and Herzegovina, Bulgaria, Estonia, Georgia, Hungary, Kosovo, Latvia, Lithuania, Moldova, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovenia, Slovakia, Turkey, Ukraine.



Examples of past participating titles



*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



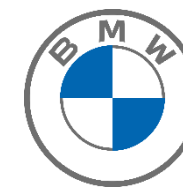
AMBER



greenhorse
GAMES



sense motion



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	3
	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	Business Passes	7	5	3	2
	VIP Side Event Access	2	1		
	50% Ticket Discount Codes (not applicable for VIP passes)	7	5	4	3
Digital branding	Listed as sponsor on website (homepage & sponsor page)	Diamond listing	Platinum listing	Gold listing	Silver listing
	Message in newsletter	Yes	Yes		
	Social media video post	2	1		
	Posts on Dev.Play & RGDA site / Facebook	4	2	2	1
Package availability		x2	x5	x5	unlimited
Package cost		17,500 €	9,500 €	6,000 €	3,500 €

*Refer to next slides 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

Premium Pack

Indie Festival Partnership

Livestream showcase
& on-site expo

Diamond-level
conference branding

€ 17,500

Premium Pack

VIP Side Event Sponsor

1-Day group trip to
medieval town!

Platinum-level
conference branding

€ 10,000

Premium Pack

Official Party Sponsor

Exclusive Dev.Play
party sponsor

Platinum-level
conference branding

€ 10,000

* Indie Festival is an indie showcase, including Steam Sale event and livestream on YouTube.

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

* VIP Exclusive 1-Day Trip to Sighisoara (beautiful inhabited medieval fortress), including meals and accommodation.

* Party options includes venue (Expirat Club), branded drinks and resident DJ (no act included)

* 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.

OTHER SPONSORSHIP OPTIONS

Platinum-level Options

**VIP Dinner
Sponsor**

€ 9,500

**Main Lounge
Sponsor**

€ 9,500

**Track / Stage
Sponsor**

€ 9,500

**Roundtable
Sponsor**

€ 9,500

Gold-level Options

**VIP Lounge
Sponsor**

€ 6,000

**Curated panel /
Speaking slot**

€ 6,000

Silver-level Options

**Happy Hour
Sponsor**

€ 3,500

**Coffee Break
Sponsor**

€ 3,500

**Meeting Area
Sponsor**

€ 3,500

**Meeting App
Sponsor**

€ 3,500

**Kids Room
Sponsor**

€ 3,500

**Career Wall
Sponsor**

€ 3,500

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

* Extra video commercials package: €1,750 / day, includes minimum 5 displays (30 sec each)

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

ANNEX: THE GAMES INDUSTRY

The Romanian game development industry employs about **6700 people** and has generated a revenue of about **€320M** in 2023.

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 **\$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

Actively encourage GOVERNMENT SUPPORT for the industry

CONTACT US!



www.dev-play.ro

DEV.PLAY EVENT TEAM



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Event Manager



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RGDA Executive Director



catalin.butnariu@rgda.ro

Founder / Key Advisor

DEV.PLAY ADVISORS



Vlad Alexandru
Studio Head / AMC Studio



Alexandru Chica
Technical Director / EA Romania



Radu Ziemba
Managing Partner / Deadline



George Lemnaru
CEO / Green Horse Games



Razvan Safta
Head of QA / Funcom Romania



Andrei Olaru
Founder / Critique Gaming