

Event Prospectus
KYIV | 24-26 October 2017

casual connect



Casual Connect Kyiv 2017



Casual Connect Kyiv
Parkovy Congress and
Exhibition Center

WELCOME!

Please join us for Casual Connect KYIV 2017.

Come network in the spirit of Kyiv, and be part of our unforgettable offering of great speakers, niche mingles and signature evening parties.

SCHEDULE (schedule subject to change)

Monday	23 October 2017 Evening Pre-Event Badge Pickup
Tuesday	24 October 2017 Lectures and Party
Wednesday	25 October 2017 Lectures and Party
Thursday	26 October 2017 Lectures & Networking and Indie Prize Awards Ceremony

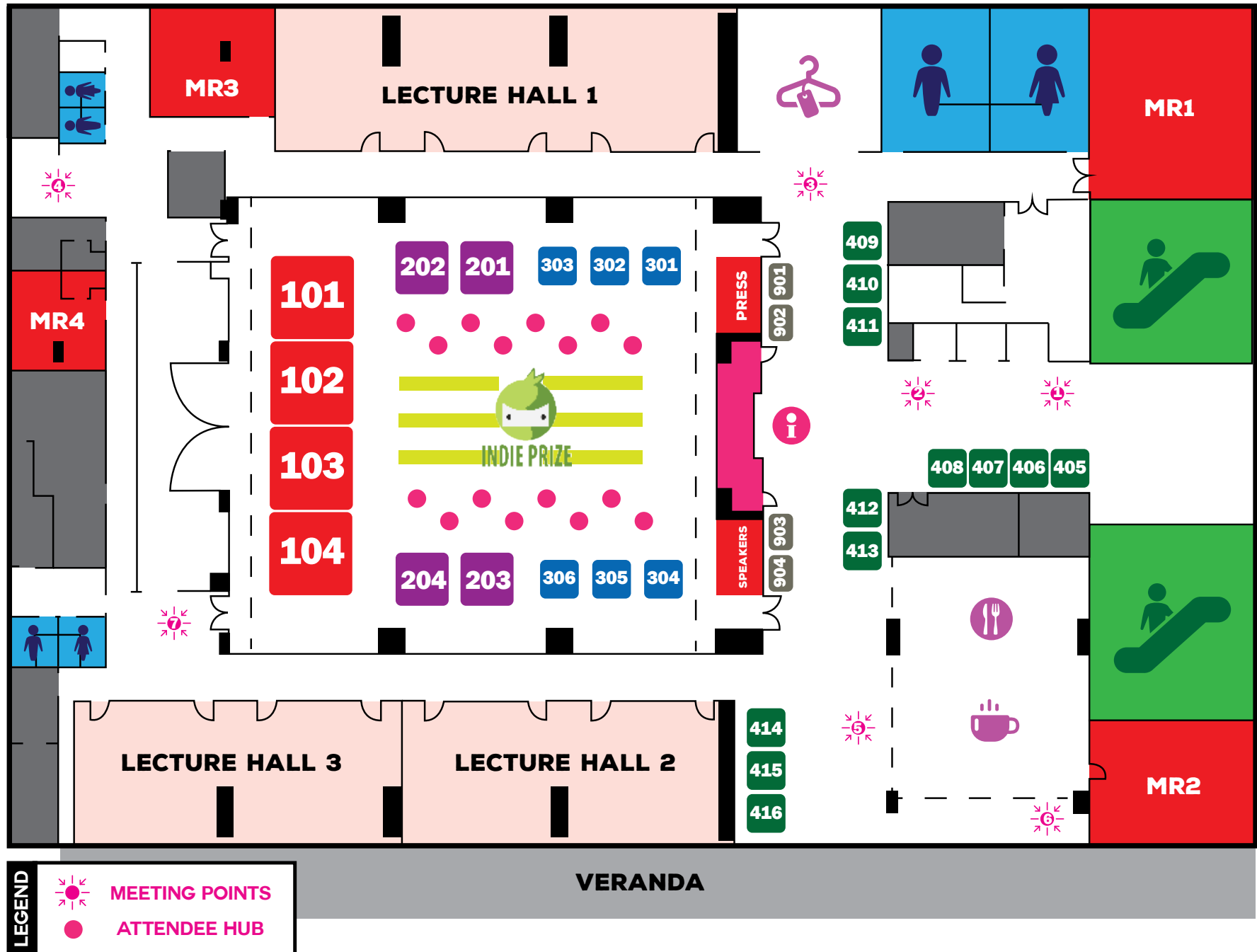
CASUAL CONNECT KYIV 2017

casual  **connect**

OCTOBER
24 - 26, 2017

PARKOVY CONGRESS AND EXHIBITION CENTER
ПАРКОВЫЙ КОНГРЕССНО-ВЫСТАВОЧНЫЙ ЦЕНТР

PARKOVA RD, 16A, KYIV, UKRAINE
Парковая дорога, 16а, Киев, Украина



Sponsorship Packages | Kyiv 24 - 26 October 2017

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price	25,000 USD	12,000 USD	5,000 USD	2,000 USD	900 USD
ON-SITE MARKETING					
Show-Floor Space	100 series 5 m x 5 m	200 series 3 m x 3 m	300 series 2.5 m x 2.5 m	400 series 2.2 m x 2.2 m	900 series 2 m x 1.5 m
Private Meeting Room	■				
On-Stage Branding	■				
Conference Program Ad	■				
Registration Handout	■				
Exclusive Marketing Options	A,B,C series (select one)	G series (select one)			
PRE-EVENT MARKETING					
Logo & Link on Website	■	■	■	■	■
Attendee Name, Co. and Title	■	■	■	■	
Company Desc. on Website	150 words	100 words	75 words	50 words	50 words
Listing in Confirmation Emails	25 words				
ONLINE MARKETING					
Gamesauce Speaker Article	■				■
Gamesauce Ad, in Article	3 months				
Gamesauce Ad, in Sidebar		(option)			
ON-SITE MESSAGE DELIVERY					
Solo Speaking Slot	■				
Break-Out Panel Speaking Slot		(option)			
PASSES					
All Access Passes	40	10	4	2	2
Partner Discount Passes (25% off All Access)	■	■	■	■	■

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection | Kyiv 24 - 26 October 2017

PLATINUM SPONSOR

<input type="checkbox"/> 25,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (101-104)
Platinum Exclusive Marketing Options (select one, included)		Platinum Add-ons (optional)
<div> <input type="checkbox"/> A1. Lanyards & Billboards (SOLD) <input type="checkbox"/> B1. Opening Night Party⁺ </div> <div> <input type="checkbox"/> A2. Registration Bags, Staff Hats & (SOLD) <input type="checkbox"/> B2. Wednesday Party⁺ (HOLD) </div> <div> <input type="checkbox"/> A3. Afternoon Fruit & Hydration <input type="checkbox"/> B3. Badge Pickup Party </div> <div> <input type="checkbox"/> A4. Prominent Branding & Conference Program Back Cover (SOLD) <input type="checkbox"/> B4. Speaker Dinner </div> <div> <input type="checkbox"/> B5. Indie Prize Platinum Sponsorship <input type="checkbox"/> B6. Sponsored Lounge (HOLD) </div> <div> <input type="checkbox"/> C1. Partner Day⁺ </div> <div> <input type="checkbox"/> C2. 2 Days Full Track Sponsor & Day 1 Mixer <input type="checkbox"/> C3. 2 Days Full Track Sponsor & Day 2 Mixer <input type="checkbox"/> C4. 2 Days Full Track Sponsor & VIP Mixer <input type="checkbox"/> C5. Solo Speaking Slot </div>		<input type="checkbox"/> Additional ABC Series Exclusive Marketing Option +7,500 USD <input type="checkbox"/> G Series Marketing Option +2,500 USD <input type="checkbox"/> S Series Marketing Option +1,000 USD

GOLD SPONSOR

<input type="checkbox"/> 12,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (201 - 204)
Gold Marketing Options (select one, included)		Gold Add-ons (optional)
<div> <input type="checkbox"/> G1. Women's Lunch (HOLD) <input type="checkbox"/> G6. 12-Pack (Twelve) All-Access Conference Passes </div> <div> <input type="checkbox"/> G2. Gamesauce Sidebar Ad & Reg Handout <input type="checkbox"/> G7. Meeting System^x </div> <div> <input type="checkbox"/> G3. Indie Prize Gold Sponsorship <input type="checkbox"/> G8. Lecture Video Pre-Roll^{ox} </div> <div> <input type="checkbox"/> G4. Break-Out Panel Speaking Slot <input type="checkbox"/> G9. Water Closet Branding (within guidelines of venue)^x </div> <div> <input type="checkbox"/> G5. Day 3 Track Sponsor^x <input type="checkbox"/> G10. WIFI^x (SOLD) </div>		<input type="checkbox"/> ABC Series Marketing Option +10,000 USD <input type="checkbox"/> C5. Solo Speaking Slot +10,000 USD <input type="checkbox"/> G Series Marketing Option +3,500 USD <input type="checkbox"/> S Series Marketing Option +1,500 USD

SILVER SPONSOR

<input type="checkbox"/> 5,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (301-306)
Silver Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +4,000 USD <input type="checkbox"/> S Series Marketing Option +1,000 USD		

BRONZE SPONSOR

<input type="checkbox"/> 2,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (405-416)
Bronze Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +4,000 USD <input type="checkbox"/> S Series Marketing Option +1,000 USD		

DEV SHOWCASE*

<input type="checkbox"/> 900 USD	Table Selection (select one)	<input type="checkbox"/> _____ (901-904)
Dev Showcase Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +3,500 USD <input type="checkbox"/> S Series Marketing Option +500 USD		

+ Requires custom quote for exclusive party sponsorship. o Excluding sponsored lectures. x Exclusive Option, multiple exclusive add-ons require approval.

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection (cont.) | Kyiv 24 - 26 October 2017

A LA CARTE MARKETING OPTIONS	DESCRIPTION	PRICING
A1. Lanyards & Billboards	Production of lanyards, badge backs, mini program logo and billboards from sponsor-provided artwork.	SOLD OUT
A2. Registration Bags, Staff Hats & Online Registration Branding	Production of basic attendee bags with sponsor logo. Sponsorship upgrade ideas: Addition of durable speaker backpacks to attendee bags and related gift inside each bag (water bottle, paper pad, pen).	SOLD OUT
A3. Afternoon Fruit & Hydration Recharge Station, Day 1 Aloha Mimosa Welcome, Day 2 Hangover Station, Day 3 Farewell Tequila Sunset	Tent cards on each station. Display Banner, Cups and Napkins, giveaways (sponsor-provided). Two Available, Select 2 of 4 options.	☐ 15,000 USD
A4. Prominent Branding & Conference Program Back Cover	Logo and messaging on the bottom 1/3 of all directional signage. 10 standing banners as designed by sponsor to be displayed throughout the venue. Production of Conference Program with sponsor full-page ad on the back of the program distributed to all attendees.	SOLD OUT
B1. Opening Night Party Co-Sponsor ⁺	Event listing on Casual Connect website. Dedicated email invitation to full Casual Connect email list. Facebook invitation (w/ RSVP). Drinks for all attendees of Casual Connect (to max capacity). Basic event Branding (one item). Band or DJ entertainment included.	SOLD OUT
B2. Wednesday Party Co-Sponsor ⁺		ON HOLD
B3. Badge Pickup Party Co-Sponsor +	Event Listing On Casual Connect website. Invitation included in the day by day email to Casual Connect attendees. Facebook invitation (w/ RSVP). Beer for attendees of Casual Connect. Basic Event Branding (one item).	☐ 15,000 USD
B4. Speaker Dinner Co-Sponsor	Email invitation to Casual Connect speakers. Facebook invitation (w/ RSVP). Printed invitation to all Casual Connect speakers inserted into badge. Dinner and Drinks for speakers of Casual Connect. Basic Event Branding (one item).	☐ 15,000 USD
B5. Indie Prize Platinum Sponsorship	Top Listing on IndiePrize.org, Top on Printed Listing. Large on stage banner during Ceremony. Allowed to have opening remarks for Ceremony. Present final award for people's choice.	☐ 15,000 USD
B6. Sponsored Lounge	Lounge area in main session hall near break stations with tent cards or similar branding.	ON HOLD
C1. Partner Day	A full day of workshops and lectures to inform/relay a message to your partners. Promotion in multiple event emails and listed in the top section of the schedule website.	☐ 15,000 USD
C2. 2 Days Full Track Sponsor & Day 1 Mixer	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table at the entrance inside the session. Logo on track schedule.	☐ 15,000 USD
C3. 2 Days Full Track Sponsor & Day 2 Mixer		☐ 15,000 USD
C4. 2 Days Full Track Sponsor & Private VIP Mixer		☐ 15,000 USD
C5. Solo Speaking Slot	Speaker slot with Gamesauce speaker article and video coverage.	☐ 15,000 USD
G1. Women's Lunch Co-Sponsor	Event listing on Casual Connect website. Direct email invitation to Casual Connect's women list. Facebook invitation (with RSVP). Printed invitation to all women attendees at Casual Connect. Full lunch for all female attendees at Casual Connect. Approximately 150 in attendance.	ON HOLD
G2. 3 Months Gamesauce Sidebar Ad & Registration Handout	550 px by 170 px Side Article Ad for 3 months and registration handout in attendee bags (sponsor-provided).	☐ 5,000 USD
G3. Indie Prize Gold Sponsorship	Logo listing on Indie Prize website. Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony. Sponsor-provided giveaways for Indie Prize participants. Sponsor-provided prizes for Indie Prize award recipients. Option to upgrade to a prize presentation on stage.	☐ 5,000 USD
G4. Break-Out Panel Speaking Slot	Be an influential part of a panel session.	☐ 5,000 USD
G5. Day 3 Track Sponsor ^x	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table in front of the session hall doors. Logo on track schedule.	☐ 5,000 USD
G6. 12-Pack (Twelve) All-Access Conference Passes	Get 12 All-Access Conference Passes to Casual Connect at a discounted rate.	☐ 5,000 USD
G7. Meeting System ^x	Both Attendee Pitch and Match System and Blind Email System will have your logo featured prominently on the meeting request webpage and your banner on all meeting request emails. Your speaker's photo on meeting emails. Approximately 20,000 emails are opened by attendees.	☐ 5,000 USD
G8. Lecture Video Pre-Roll ^{xo}	Sponsor-provided pre-roll video for all recorded lectures.	☐ 5,000 USD
G9. Water Closet Branding ^x	Ability to brand bathrooms, subject to venue's branding guidelines.	☐ 5,000 USD
G10. WIFI ^x	WIFI password prominently displayed on directional signs. Password required to be input to use internet.	SOLD OUT
S1. Indie Prize Silver Sponsorship	Listing on Indieprize.org. Listing on printed materials.	☐ 1,500 USD
S2. 1 Month Gamesauce Sidebar Ad & Registration Handout	100 px by 100 px image and registration handout in attendee bags (sponsor-provided).	☐ 1,500 USD

SPONSORSHIP TOTAL

A LA CARTE TOTAL

MULTI SHOW DISCOUNT****

2 events = 15% off lowest priced event to be applied to final invoice payment
 3 events = 30% off lowest priced event to be applied to final invoice payment
 4 events = 60% off lowest priced event to be applied to final invoice payment

SIGN HERE

**** Discount applied to lowest priced event. Multi-show is for any 12 monthly period. Discount only when paid in advance.
 + Requires custom quote for exclusive party sponsorship.
 o Excluding sponsored lectures.
 x Exclusive Option, multiple exclusive add-ons require approval.
 * DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Agreement

1. All fees paid in association with Sponsorship Company's Sponsorship Application ("Sponsorship Fees") are non-refundable and due in full 20 business days prior to Casual Connect. A cancellation fee of 25% will be applied 60 business days prior to Casual Connect. A cancellation fee of 50% will be applied 30 business days prior to Casual Connect.
2. Sponsor Company is liable for all damages caused by Sponsor Company's affiliates, officers, agents, contractors, employees, and invitees. Casual Games Association ("CGA") requires that Sponsor Company for the duration of all contract Casual Connect shows obtain a general liability policy and such policy shall constitute primary insurance coverage. Any insurance policy or coverage provided by CGA shall constitute secondary insurance coverage.
3. Sponsor Company will become a 2017 Partner and Supporting Member of the Casual Games Association and Sponsor Company logos and trademarks will be included on Casual Games Association marketing materials as deemed appropriate by the Casual Games Association.
4. Sponsorship opportunities are subject to change until the sponsorship application is approved and full payment is received.
5. Sponsor Company's employees and officers may not mention or execute on marketing initiatives while speaking at conference sessions.
6. Sponsor Company may not distribute, market, or create any type of Sponsor Company presence which interferes with other designated show floor and air space or the permitted market presence of any other participating entity or sponsor of Casual Connect 2017. Any changes to the standard build-out offered as default arrangement by the CGA must be approved by the CGA at its sole and absolute discretion. Such additional setup must complement CGA's efforts to maintain an open show floor.
7. Sponsor Company may not infringe on or otherwise interfere with another sponsor's approved marketing initiatives, including but not limited to sweepstakes, social parties and networking socials.
8. Sponsor Company is responsible for obtaining approval from CGA prior to Casual Connect 2017 shows for all planned marketing initiatives to ensure no infringement or interference occurs with other planned events.
9. Sponsor Company shall maintain good taste during all Casual Connect 2017 events, marketing materials, and initiatives, including the dress and conduct of officers, employees, agents, and contractors. Scantily clad performers, nudity and erotic dancers are not allowed. Skirts must fall mid-thigh and shirts must cover stomachs and cleavage for all representing or associated individuals of the Sponsor Company.
10. CGA reserves the right at its sole and absolute discretion to (1) not accept an application for sponsorship; or (2) cancel all sponsorship rights for failure to abide by the requirements set forth herein or maintain a professional atmosphere during Casual Connect 2017, after a reasonable opportunity to resolve any noncompliance. In the event CGA cancels a Sponsor Company's sponsorship rights, the Sponsor Company acknowledges the nonrefundable nature of and absolute forfeiture of all its sponsorship fees.
11. CGA will apply a 10% finance charge to the Sponsor Company invoice if the invoice is not paid 10 business days prior to Casual Connect 2017. CGA will add a 1% finance charge in addition to the 10% for each full month after Casual Connect 2017 that Sponsor Company fails to pay the invoice.
12. Sponsorship marketing options are on a first come first serve basis for all sponsorship levels.
13. Sponsor Company's meeting listings are listed on the website in order of signup.

14. In the event of a disagreement, conflict, or dispute between sponsoring companies relating to rights obtained through sponsorship of Casual Connect 2017, Sponsor Company agrees and hereby authorizes a CGA representative to act as the final and binding arbiter of such disagreements, conflicts, or disputes after such representative has consulted with each disagreeing sponsoring company. Such decisions shall be made without undue delay. Sponsor Company will have no further rights of recourse against CGA for any decision made hereunder. Sponsor Company recognizes that due process may be limited to expedite the use of and preserve the value of sponsorship rights.
15. Sponsor Company agrees that all still images, audio files, video, and computer files acquired by CGA as part of or in conjunction with Casual Connect 2017, in which Sponsor Company, its affiliates, officers, agents, contractors, employees, and invitees may be depicted, may be used by Casual Games Association at its sole and absolute discretion in its promotion or marketing. Sponsor Company agrees such use does not and shall not constitute misappropriation of likeness or an infringement of the right of publicity of abovementioned individuals. Sponsor Company acknowledges that it is solely responsible for obtaining any necessary informed consent from abovementioned individuals regarding such use by CGA.
16. The Casual Games Association ("CGA") will obtain commercially reasonable insurance coverage for the acts or omissions of CGA and other invitees at Casual Connect 2017. Nevertheless, relating to Sponsorship Company's negligent, intentional, willful or grossly negligent acts, Sponsorship Company hereby waives CGA's liability, including but not limited to loss relating to intellectual property, trade secrets, personal damage, loss of Sponsor Company property or loss of personal property. Sponsor Company specifically and entirely waives CGA's liability for special, consequential, or incidental damages and any loss of income or damages for business interruption related to Casual Connect 2017. CGA makes no representation or warranty regarding the results or benefits of sponsorship herein.
17. Each party (the "Indemnifying Party") shall indemnify, defend and hold the other party (the "Indemnified Party") harmless from and against any and all claims, demands, losses, damages, liabilities and expense of all suits, action and judgments (including, but not limited to, costs and reasonable attorneys' fees) of the Indemnified Party and the Indemnified Party's affiliates, officers, employees, agents, contractors, and invitees, to the extent arising out of or in any way related to the Indemnifying Party or its agent's, contractor's, employee's, or invitee's negligent acts or omissions, willful misconduct, or the failure of the Indemnifying Party to comply with the provisions herein. Each party shall give the other party prompt and timely notice of any claim made, or suit or action commenced which could result in indemnification hereunder.

We appreciate your understanding of the importance of maintaining compliance with all rules in this Sponsorship Agreement. The Casual Games Association is dedicated to ensuring all of the Casual Games Association's policies and procedures are in place to help the industry grow and maintain the greatest possible benefit for each sponsor level. **Sponsor Company agrees to follow all Casual Connect 2017 Sponsorship Agreement. Initial here: _____**

GRAND TOTAL

☐ 2 events = 15% off lowest priced event ☐ 3 events = 30% off lowest priced event ☐ 4 events = 60% off lowest priced event

TOTAL = _____	BERLIN 2017 + _____	ASIA 2017 + _____	USA 2017 + _____	KYIV 2017 + _____	MULTI-SHOW DISCOUNT - _____
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SPONSOR CONTACT INFORMATION

Sponsor Company:		Company Address:	
Sponsor Logistics Contact:		Sponsor Logistics Phone:	Sponsor Logistics Email:
Bill To Company:		Bill To Company Address:	
Bill To Company Contact:		Bill To Company Phone:	Bill To Company Email:

☐ I have read and understand the Sponsorship Agreement

Sign here: _____

Fill up Sponsorship Selection and Agreement pages and send via Fax (+1 866 835 1275) or Email (sponsor@casualconnect.org).

Lanyards & Billboards



Billboard and Lanyard

Turn all attendees into your own personalized marketing campaign with lanyards and carefully designed billboards printed on mini-programs and directly on the backside of the badges. Badges are required during the event and at all parties — this option works hard day and night.

On-location production includes:

- > Production of lanyards and billboards from artwork provided by sponsor

Post-event:

- > Original photographs from event photographer for all Casual Connect events

Note

The sponsor may request Casual Connect to design the lanyards and billboards.



mini-program attached displaying billboard



mini-program removed, exposing badge back



Registration Bags, Staff Hats & Online Registration Branding



Speaker and Attendee Bag

Keep your brand within arm's reach of attendees throughout the conference — and afterwards as well.

On-location production includes:

- > Production of basic attendee bags with sponsor logo
- > Production of staff hats with sponsor logo (early signup required)

Online Registration Branding:

- > Sponsor logo and 25-word maximum description on registration confirmation emails

Post-event:

- > Registration bags accompany attendees as they travel home and into their day-to-day routines

Sponsorship upgrade ideas:

- > Addition of durable speaker backpacks to attendee bags
- > Related gift inside each bag (water bottle, paper pad, pen)
- > Sponsor may request credit towards production of sponsor produced bags

Afternoon Fruit & Hydration Recharge Station, Day 1 Aloha Mimosa Welcome, Day 2 Hangover Station, Day 3 Farewell Tequila Sunset



Day 2 Hangover Station at
San Francisco 2016

Get your brand into the hands of every attendee, multiple times a day — every day.

Sponsorship includes:

- > Drink stations for attendees at Casual Connect
- > Basic branding (one item)

Sponsorship branding ideas:

- > Custom banners for drink stations
- > Custom giveaways at drink stations
- > Branded cups
- > Branded napkins

Sponsorship includes two of the above options. Two Available.

Prominent Branding & Conference Program Back Cover



Conference Program & Directional Sign With Prominent Branding



Reach attendees with prominent branding in printed materials.

Prominent Branding

Directional Signs & Banners:

- > Logo and messaging on the bottom 1/3 of all directional signages
- > Hanging "Welcome to Casual Connect" banner as designed by sponsor
- > Up to 10 additional standing banners as designed and produced by sponsor may be displayed throughout venue so long as they do not interfere with existing branding.

Conference Program Back Cover

Production of Conference Program with sponsor full-page ad on the back of the program distributed to all attendees



playhaven

DISTIMO

Opening Night Party / Wednesday Party Co-Sponsor



Europe 2016 Opening Party
at the Tobacco Theatre

Multiple venue options are on hold and available. Sponsor may select from these venues or choose their own.

Pre-event exposure includes:

- > Event listing on Casual Connect website
- > Email invitation to Casual Connect attendees
- > Facebook invitation (with RSVP)

On-location production includes:

- > Printed invitation to all Casual Connect attendees
- > Drinks for attendees of Casual Connect (to max capacity)
- > Basic event branding (one item)

Post-event:

- > Original photographs from event photographer

Sponsor provided branding ideas for additional exposure:

- > Sponsor provided branded napkins, centerpieces and cups
- > Sponsor displayed banners or photo backdrop
- > Sponsor provided gobo

Note

Initial invitation design by Casual Connect. Sponsor may update or replace as desired.



centerpiece >

napkin >



backdrop for photos



< gobo

< cup with napkin

beer with napkin >

centerpiece >

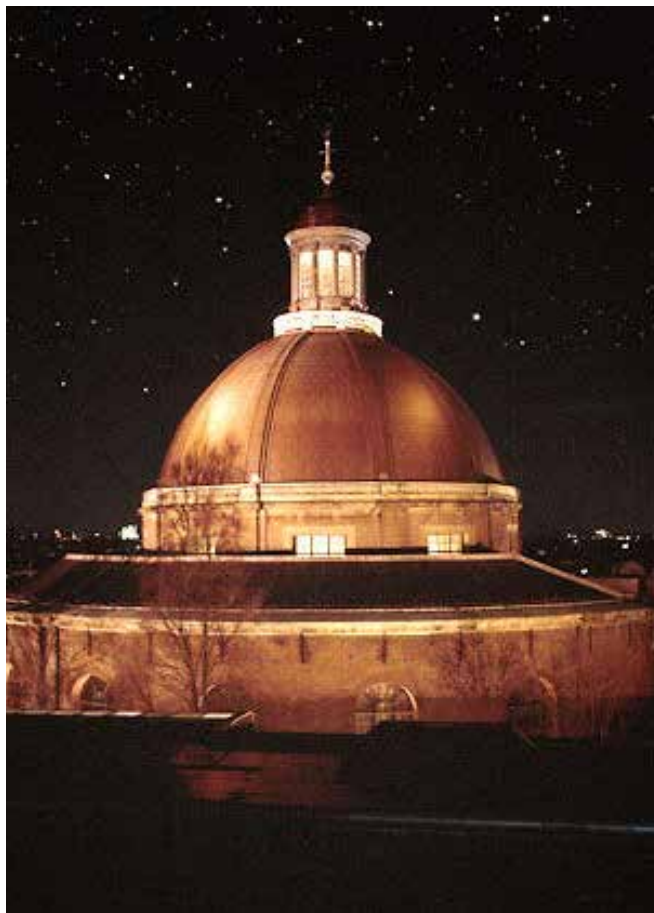
< napkin

coasters >



cups >

Badge Pickup Party Co-Sponsor



Europe 2016 Venue at the Renaissance Amsterdam Hotel

Pre-event exposure includes:

- > Event listing on Casual Connect website
- > Email invitation to Casual Connect attendees
- > Facebook invitation (with RSVP)

On-location production includes:

- > Drinks for attendees of Casual Connect
- > Basic event branding (one item)

Post-event:

- > Original photographs from event photographer

Sponsor provided branding ideas for additional exposure:

- > Sponsor provided branded napkins, center pieces and cups
- > Sponsor displayed banners or photo backdrop
- > Sponsor provided gobo

Note

Initial invitation design by Casual Connect. Sponsor may update or replace as desired.

Speaker Dinner Co-Sponsor



Europe 2014 Speaker Dinner
in Concertzaal at Odeon

Pre-event exposure includes:

- > Event listing on Casual Connect speaker website
- > Email invitation to Casual Connect speakers
- > Facebook invitation (with RSVP)

On-location production includes:

- > Printed invitation to all speakers at Casual Connect inserted into badge
- > Dinner and drinks for speakers of Casual Connect

Post-event:

- > Original photographs from event photographer

Sponsor provided branding ideas for additional exposure:

- > Sponsor-displayed banners
- > Sponsor-provided giveaways
- > Sponsor-provided branded napkins

Note

Initial invitation design by Casual Connect. Sponsor may update or replace as desired.

Indie Prize Platinum Sponsorship



Asia 2016 Indie Prize Awards Ceremony

Indie Prize is a scholarship program for up-and-coming indie development teams who show promise as future leaders in the games industry. Workshops, showcase venue fees and mentoring are financially supported by industry sponsors, conferences and volunteers.

Platinum Sponsorship includes:

- > Logo listing on Indie Prize website
- > Logo on Indie Prize banner to be displayed at the showcase and at the Awards Ceremony
- > Booth near the Indie Prize Showcase (if still available)
- > Ceremony photos taken on backdrop with logo (see left)

Sponsorship branding ideas:

- > Sponsor-provided giveaways for Indie Prize participants
- > Sponsor-provided prizes for Indie Prize award recipients

Sponsored Lounge



Sponsored Lounge at
San Francisco 2016

Large dedicated lounge area for attendee or VIP networking.

- > One branding item included

Options:

- > Floor space options include space in networking areas, near lecture halls or in secluded location
- > Open or VIP entrance
- > Full customization available



Partner Day

A full day of workshops and lectures under sponsor's complete direction.

Online Promotion:

- > Dedicated event email
- > Inclusion in event promotion emails
- > Listing at the top section of the schedule website

Onsite:

- > Basic AV included
- > Three Invitations to Speaker Dinner

Post Event Promotion:

- > Lectures recorded and posted to Casual Connect social media

Optional:

- > Sponsor may select exclusive or open attendance
- > Sponsor may select Partner day on the day before general attendance



Amazon Developer Day at
San Francisco 2016

2 Days Full Track Sponsor & Day 1 Mixer / Day 2 Mixer / Private VIP Mixer



Roll-Up Banner Inside Sponsored Track Lecture Room



Mingle, Casual Connect Seattle



VIP Mixer

Track Sponsorship includes:

- > Emcee the room (optional)
- > Branding on seats
- > Two roll up banners inside door
- > Logo on projector during breaks
- > Logo on Casual Connect website track schedule

Mixers include:

- > One branding item
- > Basic drink package
- > Day 1/Day 2 Mixers in main networking area on-site. VIP Mixer at custom location.

Solo Speaking Slot



Online Promotion:

- > Listing on the conference schedule and speaker page

Onsite:

- > Basic AV provided
- > 25 minute speaking slot
- > Invitation to Speaker Dinner

Post Event Promotion:

- > Gamesauce speaker article
- > Video coverage

Solo Speaker Slot



AppLift
Mobile Games Marketing

The world's leading
Mobile Games
Marketing Platform



ad2games
Professional Marketing Experts

YOUR NUMBER 1
MARKETING
NETWORK
FOR ONLINE GAMES



DIST

Women's Lunch Co-Sponsor



2016 Women's Lunch Venue

Sponsorship includes:

- > Event listing on Casual Connect website
- > Direct email invitation to Casual Connect's women's list
- > Facebook invitation (with RSVP)
- > Printed invitation to all women attendees at Casual Connect
- > Full lunch for all female attendees at Casual Connect
- > Approximately 150 in attendance

Sponsorship branding ideas:

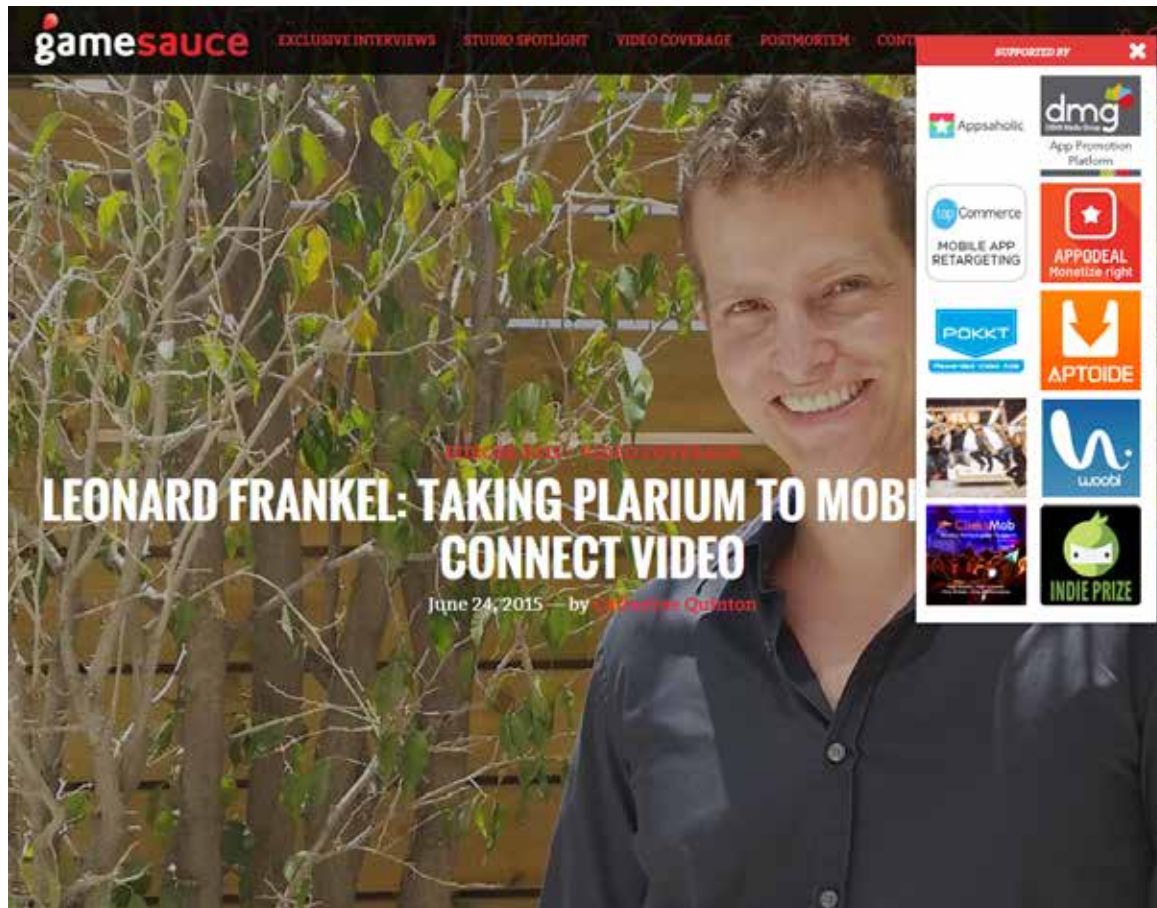
- > Sponsor-displayed banners
- > Sponsor-provided giveaways
- > Sponsor-provided table branding

Notes

(1) Sponsorship includes lunch for all women registered for Casual Connect. Men are welcome with a pre-arranged donation of 500 € to the Indie Prize travel fund.

(2) Initial invitation design by Casual Connect. Sponsor may update or replace as desired.

Gamesauce Advertisement & Sponsored Article



Example of Gamesauce Sidebar Ads & Sponsor Article

Gamesauce Advertisement

Reach attendees off-site with an ad on the news outlet which hosts the lecture videos after each Casual Connect.

Sponsorship includes:

- > Over 60,000 impressions for a three-month ad cycle
- > 100 px by 100 px image

Gamesauce Sponsored Article (upgrade to ad option)

Reach attendees off-site with an article on Gamesauce.biz showcasing your product or ideas.

Sponsorship includes:

- > A Gamesauce staff-written article
- > Premium advertising to Twitter and Facebook social media outlets for Casual Connect, Gamesauce and Indie Prize

Indie Prize Gold Sponsorship



Indie Prize Awards Ceremony
Awards and Prizes

Indie Prize is a scholarship program for up-and-coming indie development teams who show promise as future leaders in the games industry. Workshops, showcase venue fees and mentoring are financially supported by industry sponsors, conferences and volunteers.

Gold Sponsorship includes:

- > Logo listing on Indie Prize website
- > Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony

Sponsorship branding ideas:

- > Sponsor-provided giveaways for Indie Prize participants
- > Sponsor-provided prizes for Indie Prize award recipients

Break-Out Panel Speaking Slot



Be an influential part of a panel session.

Pre Event Branding:

- > Listing in online schedule and speaker

Onsite:

- > Basic AV provided
- > Invitation to Speaker Dinner

Post Event Branding:

- > Lecture video recorded and posted to Casual
- Connect social media


Panel Session, Singapore

Day 3 Track Sponsor

TUESDAY 1 NOVEMBER 2016.

 **ALL SPEAKERS**

icons below toggle track highlights

 **INDUSTRY INSIGHTS**
 **SOCIAL CASINO**
 **MARKET NAVIGATION**
 **DESIGN & DEVELOPMENT**
 **GAME MAKER**
 **KIDS & FAMILY**
 **GROWTH**
 **FUNDING**

ember 2016

LL | INDUSTRY

OME

per Evangelist, Amazon
; Game Designer, Playful

ADD SESSION

er workings and new trends of
to know it best. Create more
ific as well as global insights.

WELCOME | LECTURE HALL 2 | KIDS & FAMILY

KIDS & FAMILY WELCOME

 **TabTale**  **KIDS & FAMILY**

EMCEE
Hila Pilcer, General Counsel, TabTale

 **SPEAKER DETAILS**  **ADD SESSION**

Developing games for all ages can be immensely rewarding but
fraught with risk. Kids & Family will share lessons on how to
successfully market and operate kids games without betraying
parents' trust or running afoul of data privacy laws.

WELCOME | LECTURE HALL 3 | NAVIGATION

MARKET NAVIGATION W

EMCEE
Catherine Mylinh, VP Marke

 **SPEAKER DETAILS**  **ADD SESSION**

Gear up for new adventures in g
and worldwide problem-solvers.
and meet new partners who will
Navigation.

Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table in front of the session hall doors Logo on track schedule.

Track Sponsorship includes:

- > Emcee the room (optional)
- > Branding on seats
- > Two roll up banners inside door
- > Logo on projector during breaks
- > Logo on Casual Connect website track schedule
- > Table in front of session hall (subject to availability)

Sample Track Sponsorship Logo on Casual Connect
Track Schedule Webpage

Meeting System

Meeting Request for Appodeal

Enter Your Name:

Enter Your Email Address:

Enter Email Subject:

Enter Email Message:



Deliver your brand directly into attendee inboxes with more than 10,000 read meeting requests.

Sponsorship includes:

- > Your logo featured prominently on the meeting request webpage (see next page, right side)
- > Your banner on all meeting request emails (see left next page)
- > Your speaker's photo on meeting emails (see lower left next page)
- > Approximately 20,000 emails (request and confirmation) are opened by attendees

Meeting System



MEETING REQUEST FROM: *[SENDERNAME]*

To start a conversation or have a meeting with "[SENDERNAME]" simply hit **REPLY**.

MESSAGE

Suggested meeting times: "[MEETINGTIME]"
"[MESSAGECONTENT]"



INDIE PRIZE & IDEA SHOWCASE MEETINGS

The Indie Prize Showcase (indieprize.org) and IDEA Showcase (ideashowcase.cc) are great opportunities to get involved with the up and coming stars of the industry.

To set up meetings with developers, visit the websites below directly.

Meetings with Indie Prize Developers

Meetings with IDEA Showcase Developers



SETUP MEETINGS WITH SPEAKERS

Directly email 300 speakers for meetings during Casual Connect.

Meetings with Speakers



Dear Cara,

Cara Uymatiao of CGA requested a meeting on 09:00 - 09:30, Monday 18/07/2016.

Please login [here](#) to accept the meeting request.

Regards,

Please do not reply to this message.

This notification was automatically sent to you via Pitch and Match, the meeting system for Casual Connect USA 2016.

Brought to you by:



Already Casual Connect San Francisco 2016 member?

email... password...

[Reset your password here](#)

[Log-in](#)

Casual Connect San Francisco 2016

- Meet Casual Connect attendees and find new business opportunities
- Arrange meeting place + time with ease
- Manage all your meetings in one simple user-friendly environment
- Get email alerts for meeting requests

You will be sent access details for Pitch and Match within 2 working days of registering for the event.

For more information, visit: casualconnect.org/emails/FAQ.html

For a floor map, visit: usa.casualconnect.org/planning/cc-sanfran-2016-sponsors.png

Meeting point map:

If you have any issues or problems, please contact cara@casualgamesassociation.org

Casual Connect San Francisco 2016 is powered by:



Attendees

Lecture Video Pre-Roll



Lecture Video Pre-Roll

Let your brand greet thousands of people looking for solutions in the game industry, whether weeks or years have passed since the conference. To date, the sponsor-provided pre-roll for Casual Connect Europe 2014 lecture videos has been seen more than 50,000 times on YouTube.

Sponsorship includes:

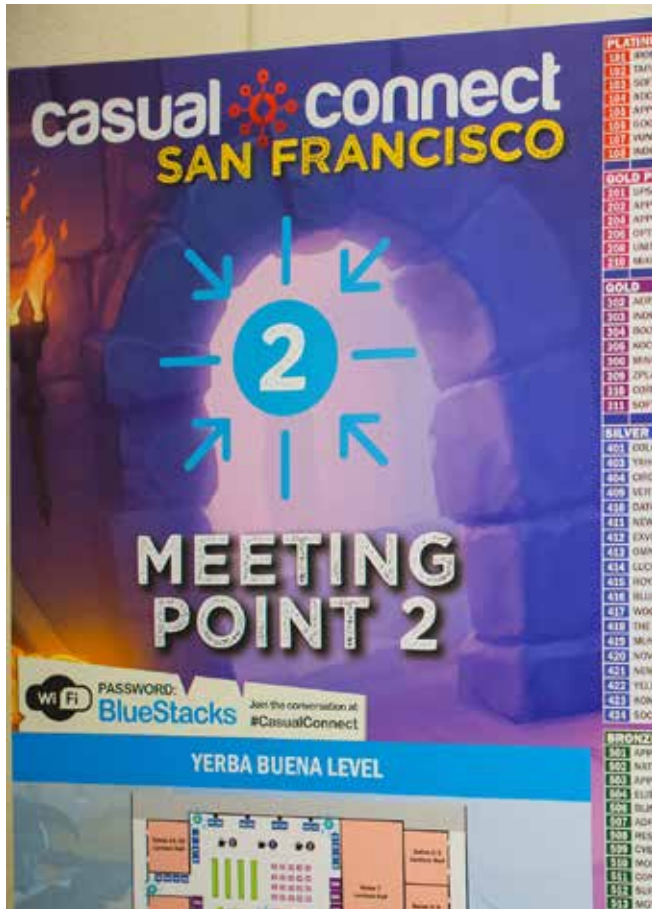
- > Sponsor-provided video pre-roll to all recorded lectures

Water Closet Branding

Ability to brand bathrooms, subject to venue's branding guidelines.



Water Closet Branding



WiFi Password on Directional Signs

WIFI

WiFi password prominently displayed on directional signs. Password required to be input to use internet.

Meeting Suite

All meeting suite options come with venue-provided furniture, refreshments and snacks, Wi-Fi and basic A/V (if available).

On-site Private Meeting Rooms

- > Ideal for breakout sessions (venue permitting)

Semi-private Meeting Rooms

- > Easy access from the conference floor
- > Gem-wall construction

Half-wall in the Soundlock

- > Easy access from the conference floor

Note

Ability to brand meeting rooms, subject to venue's branding guidelines.



Orange Room at Triple Door

Indie Prize Silver Sponsorship



Indie Prize is a scholarship program for up-and-coming indie development teams who show promise as future leaders in the games industry. Workshops, showcase venue fees and mentoring are financially supported by industry sponsors, conferences and volunteers.

Silver Sponsorship includes:

- > Logo listing on Indie Prize website
- > Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony

Indie Prize Directory and Sponsors



CASUAL CONNECT EVENT HOW-TO

CASUAL CONNECT BACKGROUND

Casual Connect currently hosts professional trade events for the emerging video games market in four regions yearly: Americas, Europe, Eastern Europe/Russia/EMEA and Asia. Casual Connect Europe attracts 2,000 attendees, Casual Connect USA attracts 2,000 attendees, Casual Connect Asia in Singapore attracts 1,200 attendees and Casual Connect Tel Aviv attracts 1,500 attendees.

The Tel Aviv and Asia events are popular with both publishers and distributors looking for high-quality creative content. The Europe and USA events are popular across all sectors of the games industry.

SCHEDULE YOUR MEETINGS & MEET NEW PEOPLE

PRE-ARRANGE SCHEDULE Casual Connect is designed to be a professionals-only conference where most of the attendees and sponsors have pre-arranged meetings to fill the majority of their daytime and dinner hours. 9am - 5pm and 6pm - 8pm each day should be used for attending lectures, pre-arranged meetings and pre-arranged dinners.

NETWORKING It is all too easy to hang out with the same people over and over and over again! The daily official parties, mingles and coffee breaks are great ways to meet new contacts. During the day, two hours are reserved for networking and visiting booths during lunchtime and coffee breaks, official evening mingles run from 5pm - 6pm and evening parties begin around 8pm and will occupy nearly as much time in your schedule as lectures and meetings (20+ hours), **please take the evening networking schedule seriously** to ensure you are able to meet with new contacts.

KNOW YOUR AUDIENCE

GIVEAWAYS Casual Connect attracts industry professionals. While you may be used to luring attendees to your booth with free t-shirts and toys popular with university students, Casual Connect attendees typically have fully functional wardrobes. We suggest giveaways targeted at attendees' children or immediate consumables and conference aids.

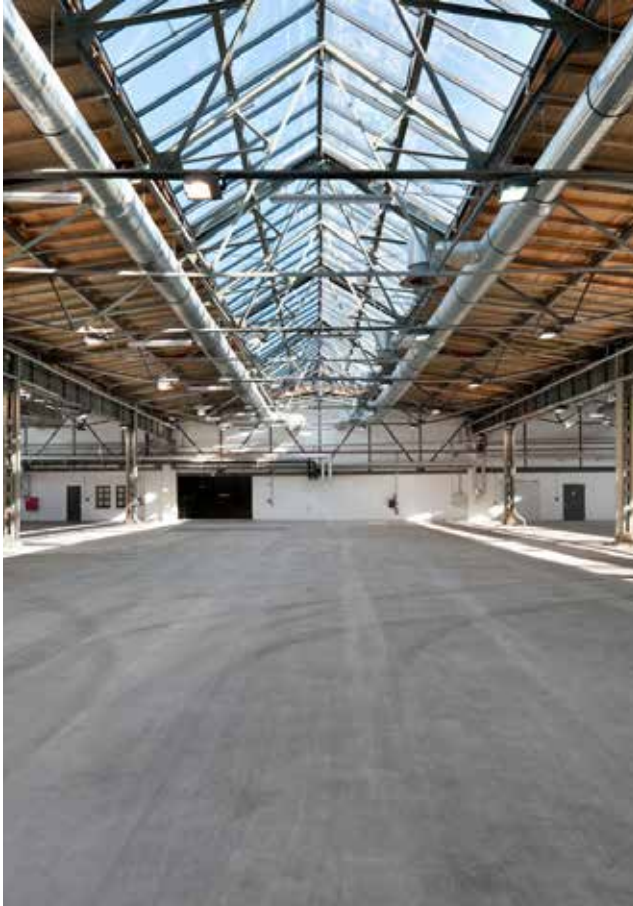
LECTURES Casual Connect attendees are discerning. With all lecture videos posted online, they are well educated and your lecture needs to be carefully and topically designed to address topics they want to hear about. Most lectures receive 10x the views online as they do in person, so make sure your microphone is properly adjusted and keep in mind your primary audience is not in the room.

Event Prospectus
BERLIN | 7 - 9 February 2017

casual connect



Casual Connect Europe 2017 in Berlin



Casual Connect Europe
Hall 7, STATION Berlin

WELCOME!

Please join us for the largest professionals-only games conference in Europe. Set in Berlin's historic STATION Berlin, Casual Connect Europe 2017 will mark the event's 12th European edition.

Casual Connect Europe attracts thousands of developers and publishers with insightful speakers, interesting and influential industry insiders, and of course — signature evening parties.

Our aim is to connect games industry professionals with critical data, powerful tools and profitable relationships they need to ascend into gaming's elite.

SCHEDULE

Monday	6 Feb 2017 Evening Pre-Event Badge Pickup
Tuesday	7 Feb 2017 Meetings and Lectures and Evening Party
Wednesday	8 Feb 2017 Meetings and Lectures and Evening Party
Thursday	9 Feb 2017 Meetings and Lectures and Indie Prize Awards Ceremony

Sponsorship Packages | Berlin 7 - 9 Feb 2017

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price	25,000 €	11,000 €	4,000 €	2,000 €	1,500 €
ON-SITE MARKETING					
Hanging Banner	5 m x 3 m	3 m x 2 m			
Show-Floor Space	100 series 5 m x 5 m	200 - 300 series 3 m x 3 m	400 series 2.5 m x 2.5 m	No Table	900 series 2.5 m x 2.5 m
Private Meeting Room	■				
On-Stage Branding	■				
Conference Program Ad	■				
Registration Handout	■				
Exclusive Marketing Options	A,B,C series (select one)	G series (select one)			
PRE-EVENT MARKETING					
Logo & Link on Website	■	■	■	■	■
Attendee Name, Co. and Title	■	■	■		
Company Desc. on Website	150 words	100 words	75 words	50 words	50 words
Listing in Confirmation Emails	25 words				
ONLINE MARKETING					
Gamesauce Speaker Article	■				■
Gamesauce Ad, in Article	3 months				
Gamesauce Ad, in Sidebar		(option)			
ON-SITE MESSAGE DELIVERY					
Solo Speaking Slot	■				
Break-Out Panel Speaking Slot		(option)			
PASSES					
All Access Passes	40	10	4	2	2
Partner Discount Passes (150 EUR off All Access)	■	■	■	■	■

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection | Berlin 7 - 9 Feb 2017

PLATINUM SPONSOR

<input type="checkbox"/> 25,000 €	Table Selection (select one)	<input type="checkbox"/> _____ (101 - 106, 150)	OR	<input type="checkbox"/> Public Lounge
Platinum Exclusive Marketing Options (select one, included)				Platinum Add-ons (optional)
<input type="checkbox"/> A1. Lanyards & Billboards (SOLD) <input type="checkbox"/> A2. Registration Bags, Staff Hats & Online Registration Branding <input type="checkbox"/> A3. Afternoon Fruit & Hydration Recharge Station, Aloha Mimosa Welcome, Hangover Station, Farewell Tequila Sunset (Select 2 of 4) <input type="checkbox"/> A4. Prominent Branding & Conference Program Back Cover (SOLD)				<input type="checkbox"/> Additional ABC Series Exclusive Marketing Option +7,500 € <input type="checkbox"/> G Series Marketing Option +2,500 € <input type="checkbox"/> S Series Marketing Option +1,000 €
<input type="checkbox"/> B1. Opening Night Party ⁺ <input type="checkbox"/> B2. Wednesday Party ⁺ <input type="checkbox"/> B3. Badge Pickup Party <input type="checkbox"/> B4. Speaker Dinner (SOLD) <input type="checkbox"/> B5. Indie Prize Platinum Sponsorship (SOLD) <input type="checkbox"/> B6. Sponsored Lounge				
<input type="checkbox"/> C1. Partner Day ⁺ <input type="checkbox"/> C2. 2 Days Full Track Sponsor & Day 1 Mixer <input type="checkbox"/> C3. 2 Days Full Track Sponsor & Day 2 Mixer <input type="checkbox"/> C4. 2 Days Full Track Sponsor & VIP Mixer <input type="checkbox"/> C5. Solo Speaking Slot				

GOLD SPONSOR

<input type="checkbox"/> 12,000 €	Table Selection with Meeting Area (select one)	<input type="checkbox"/> _____ (201 - 207)
<input type="checkbox"/> 11,000 €	Table Selection (select one)	<input type="checkbox"/> _____ (301 - 304)
Gold Marketing Options (select one, included)		Gold Add-ons (optional)
<input type="checkbox"/> G1. Women's Lunch (on hold) <input type="checkbox"/> G2. Gamesauce Sidebar Ad & Reg Handout <input type="checkbox"/> G3. Indie Prize Gold Sponsorship <input type="checkbox"/> G4. Break-Out Panel Speaking Slot <input type="checkbox"/> G5. Day 3 Track Sponsor ^x		<input type="checkbox"/> ABC Series Marketing Option +10,000 € <input type="checkbox"/> C5. Solo Speaking Slot +10,000 € <input type="checkbox"/> G Series Marketing Option +3,500 € <input type="checkbox"/> S Series Marketing Option +1,500 €
<input type="checkbox"/> G6. 12-Pack (Twelve) All-Access Conference Passes <input type="checkbox"/> G7. Meeting System^x (SOLD) <input type="checkbox"/> G8. Lecture Video Pre-Roll^{ox} (SOLD) <input type="checkbox"/> G9. Water Closet Branding (within guidelines of venue) ^x <input type="checkbox"/> G10. WIFI^x (SOLD)		

SILVER SPONSOR

<input type="checkbox"/> 4,000 €	Table Selection (select one)	<input type="checkbox"/> _____ (401-419)
Silver Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +4,000 € <input type="checkbox"/> S Series Marketing Option +2,000 €		

BRONZE SPONSOR

<input type="checkbox"/> 2,000 €	No Table
Bronze Add-ons (optional)	
<input type="checkbox"/> G Series Marketing Option +4,000 € <input type="checkbox"/> S Series Marketing Option +2,000 €	

DEV SHOWCASE*

<input type="checkbox"/> 1,500 €	Table Selection (select one)	<input type="checkbox"/> _____ (901-909)
Dev Showcase Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +3,500 € <input type="checkbox"/> S Series Marketing Option +1,500 €		

+ Requires custom quote for exclusive party sponsorship. o Excluding sponsored lectures. x Exclusive Option, multiple exclusive add-ons require approval.

* DEV Showcase is a scholarship program for independent game developers only. # Sponsor provided items and at venues discretion.

Sponsorship Selection (cont.) | Berlin 7 - 9 Feb 2017

A LA CARTE MARKETING OPTIONS	DESCRIPTION	PRICING
A1. Lanyards & Billboards	Production of lanyards, badge backs, mini program logo and billboards from sponsor-provided artwork.	SOLD OUT
A2. Registration Bags, Staff Hats & Online Registration Branding	Production of basic attendee bags with sponsor logo. Sponsorship upgrade ideas: Addition of durable speaker backpacks to attendee bags and related gift inside each bag (water bottle, paper pad, pen).	□ 15,000 €
A3. Afternoon Fruit & Hydration Recharge Station, Day 1 Aloha Mimosa Welcome, Day 2 Hangover Station, Day 3 Farewell Tequila Sunset	Tent cards on each station. Display Banner, Cups and Napkins, giveaways (sponsor-provided). Two Available, Select 2 of 4 options.	□ 15,000 €
A4. Prominent Branding & Conference Program Back Cover	Logo and messaging on the bottom 1/3 of all directional signage. 10 standing banners as designed by sponsor to be displayed throughout the venue. Production of Conference Program with sponsor full-page ad on the back of the program distributed to all attendees.	SOLD OUT
B1. Opening Night Party Co-Sponsor ⁺	Event listing on Casual Connect website. Dedicated email invitation to full Casual Connect email list. Facebook invitation (w/ RSVP). Drinks for all attendees of Casual Connect (to max capacity). Basic event Branding (one item). Band or DJ entertainment included.	□ 15,000 €
B2. Wednesday Party Co-Sponsor ⁺		□ 15,000 €
B3. Badge Pickup Party Co-Sponsor	Event Listing On Casual Connect website. Invitation included in the day by day email to Casual Connect attendees. Facebook invitation (w/ RSVP). Beer for attendees of Casual Connect. Basic Event Branding (one item).	□ 15,000 €
B4. Speaker Dinner Co-Sponsor	Email invitation to Casual Connect speakers. Facebook invitation (w/ RSVP). Printed invitation to all Casual Connect speakers inserted into badge. Dinner and Drinks for speakers of Casual Connect. Basic Event Branding (one item).	SOLD OUT
B5. Indie Prize Platinum Sponsorship	Top Listing on IndiePrize.org, Top on Printed Listing. Large on stage banner during Ceremony. Allowed to have opening remarks for Ceremony. Present final award for people's choice.	SOLD OUT
B6. Sponsored Lounge	Lounge area in main session hall near break stations with tent cards or similar branding.	□ 15,000 €
C1. Partner Day	A full day of workshops and lectures to inform/relay a message to your partners. Promotion in multiple event emails and listed in the top section of the schedule website.	□ 15,000 €
C2. 2 Days Full Track Sponsor & Day 1 Mixer	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table at the entrance inside the session. Logo on track schedule.	□ 15,000 €
C3. 2 Days Full Track Sponsor & Day 2 Mixer		□ 15,000 €
C4. 2 Days Full Track Sponsor & Private VIP Mixer		□ 15,000 €
C5. Solo Speaking Slot	Speaker slot with Gamesauce speaker article and video coverage.	□ 15,000 €
G1. Women's Lunch Co-Sponsor	Event listing on Casual Connect website. Direct email invitation to Casual Connect's women list. Facebook invitation (with RSVP). Printed invitation to all women attendees at Casual Connect. Full lunch for all female attendees at Casual Connect. Approximately 150 in attendance.	□ 5,000 €
G2. 3 Months Gamesauce Sidebar Ad & Registration Handout	550 px by 170 px Side Article Ad for 3 months and registration handout in attendee bags (sponsor-provided).	□ 5,000 €
G3. Indie Prize Gold Sponsorship	Logo listing on Indie Prize website. Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony. Sponsor-provided giveaways for Indie Prize participants. Sponsor-provided prizes for Indie Prize award recipients. Option to upgrade to a prize presentation on stage.	□ 5,000 €
G4. Break-Out Panel Speaking Slot	Be an influential part of a panel session.	□ 5,000 €
G5. Day 3 Track Sponsor ^x	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table in front of the session hall doors. Logo on track schedule.	□ 5,000 €
G6. 12-Pack (Twelve) All-Access Conference Passes	Get 12 All-Access Conference Passes to Casual Connect at a discounted rate.	□ 5,000 €
G7. Meeting System ^x	Both Attendee Pitch and Match System and Blind Email System will have your logo featured prominently on the meeting request webpage and your banner on all meeting request emails. Your speaker's photo on meeting emails. Approximately 20,000 emails are opened by attendees.	SOLD OUT
G8. Lecture Video Pre-Roll ^{xo}	Sponsor-provided pre-roll video for all recorded lectures.	SOLD OUT
G9. Water Closet Branding ^x	Ability to brand bathrooms, subject to venue's branding guidelines.	□ 5,000 €
G10. WIFI ^x	WIFI password prominently displayed on directional signs. Password required to be input to use internet.	SOLD OUT
S1. Indie Prize Silver Sponsorship	Listing on Indieprize.org. Listing on printed materials.	□ 3,000 €
S2. 1 Month Gamesauce Sidebar Ad & Registration Handout	100 px by 100 px image and registration handout in attendee bags (sponsor-provided).	□ 3,000 €

SPONSORSHIP TOTAL

A LA CARTE TOTAL

MULTI SHOW DISCOUNT****

2 events = 15% off lowest priced event to be applied to final invoice payment
 3 events = 30% off lowest priced event to be applied to final invoice payment
 4 events = 60% off lowest priced event to be applied to final invoice payment

SIGN HERE

**** Discount applied to lowest priced event. Multi-show is for any 12 monthly period. Discount only when paid in advance.
 + Requires custom quote for exclusive party sponsorship.
 o Excluding sponsored lectures.
 x Exclusive Option, multiple exclusive add-ons require approval.
 * DEV Showcase is a scholarship program for independent game developers only.

Event Prospectus
SINGAPORE | 16 - 18 May 2017

casual connect



Casual Connect Asia 2017 in Singapore



Casual Connect Asia 2016
Universal Studios Singapore,
Speaker Dinner

WELCOME!

Come be a part of Casual Connect Asia 2017 at the breathtaking Resorts World Sentosa Ballroom in Singapore.

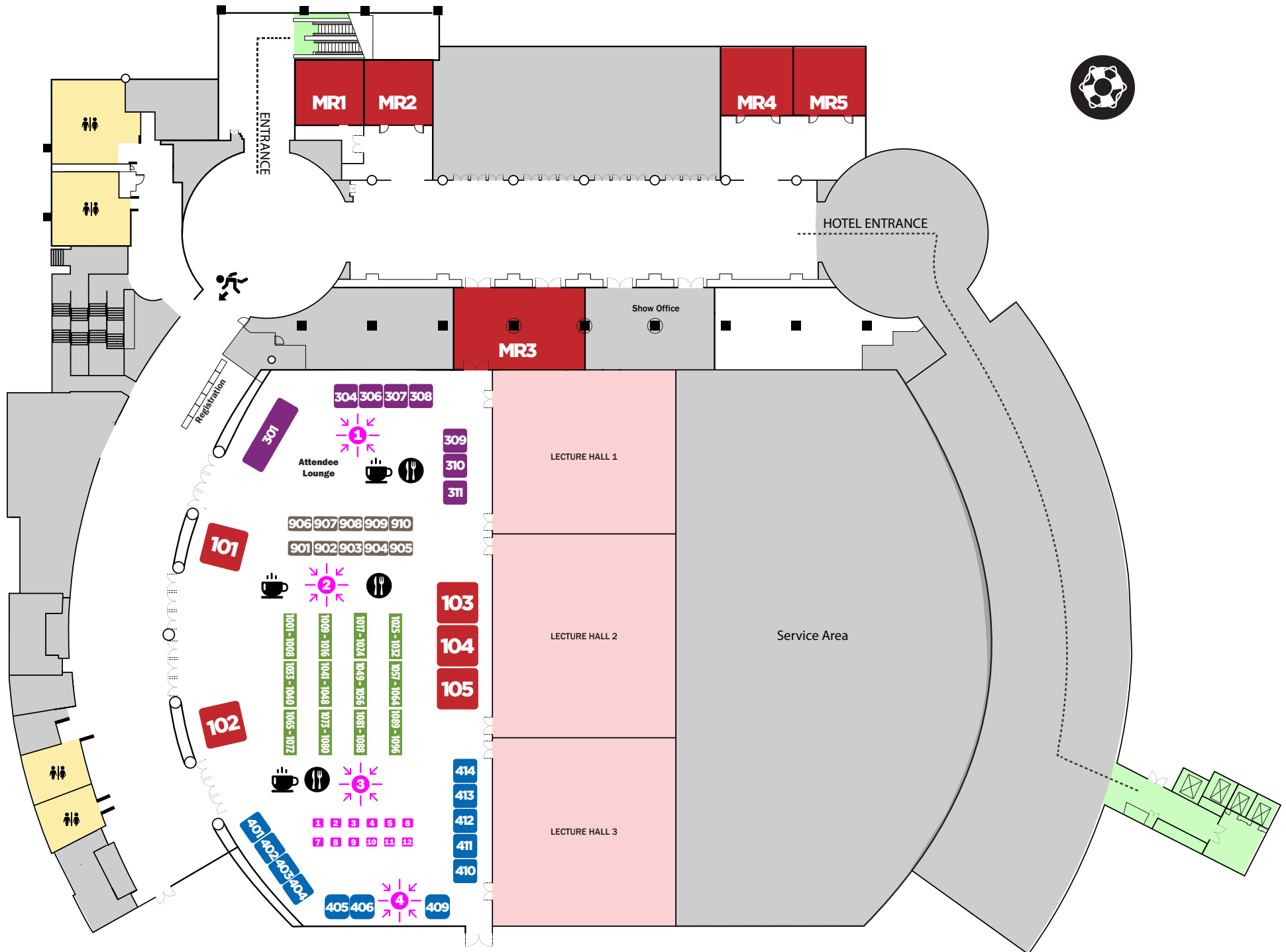
Get to know the developers and decision-makers of some of the world's fastest-growing games markets. Founded in 2012, Casual Connect Asia is the largest professionals-only gaming conference in Southeast Asia. Roughly 1,200 attendees and a 100-team strong Indie Prize Showcase will convene to spark their creativity with lectures, network with industry moguls and arm themselves with the best tools.

Form friendships and build alliances at Casual Connect's networking events, including evening parties, mingles and the Indie Prize Awards Ceremony.

SCHEDULE

Monday	15 May 2017 Evening Pre-Event Badge Pickup
Tuesday	16 May 2017 Meetings and Lectures and Evening Party
Wednesday	17 May 2017 Meetings and Lectures and Evening Party
Thursday	18 May 2017 Meetings and Lectures and Indie Prize Awards Ceremony

CASUAL CONNECT ASIA 2017 IN SINGAPORE



Sponsorship Packages | Singapore 16 - 18 May 2017

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price	17,000 USD	8,000 USD	4,000 USD	2,000 USD	1,100 USD
ON-SITE MARKETING					
Show-Floor Space	100 series 5 m x 5 m	300 series 3 m x 3 m	400 series 2.5 m x 2.0 m	No Table	900 series 1.8 m x 1.5 m
Private Meeting Room	■				
On-Stage Branding	■				
Conference Program Ad	■				
Registration Handout	■				
Exclusive Marketing Options	A,B,C series (select one)	G series (select one)			
PRE-EVENT MARKETING					
Logo & Link on Website	■	■	■	■	■
Attendee Name, Co. and Title	■	■	■		
Company Desc. on Website	150 words	100 words	75 words	50 words	50 words
Listing in Confirmation Emails	25 words				
ONLINE MARKETING					
Gamesauce Speaker Article	■				■
Gamesauce Ad, in Article	3 months				
Gamesauce Ad, in Sidebar		(option)			
ON-SITE MESSAGE DELIVERY					
Solo Speaking Slot	■				
Break-Out Panel Speaking Slot		(option)			
PASSES					
All Access Passes	40	10	4	2	2
Partner Discount Passes (25% off All Access)	■	■	■	■	■

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection | Singapore 16 - 18 May 2017

PLATINUM SPONSOR

<input type="checkbox"/> 17,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (101 - 105)
Platinum Exclusive Marketing Options (select one, included)		Platinum Add-ons (optional)
<div> <input type="checkbox"/> A1. Lanyards & Billboards (SOLD) <input type="checkbox"/> B1. Opening Night Party⁺ (SOLD) <input type="checkbox"/> C1. Partner Day⁺ </div> <div> <input type="checkbox"/> A2. Registration Bags, Staff Hats & Online Registration Branding <input type="checkbox"/> B2. Wednesday Party⁺ (SOLD) <input type="checkbox"/> C2. 2 Days Full Track Sponsor & Day 1 Mixer </div> <div> <input type="checkbox"/> A3. Afternoon Fruit & Hydration Recharge Station, Aloha Mimosa Welcome, Hangover Station, Farewell Tequila Sunset (Select 2 of 4) <input type="checkbox"/> B3. Badge Pickup Party (ON HOLD) <input type="checkbox"/> C3. 2 Days Full Track Sponsor & Day 2 Mixer </div> <div> <input type="checkbox"/> A4. Prominent Branding & Conference Program Back Cover <input type="checkbox"/> B4. Speaker Dinner <input type="checkbox"/> B5. Indie Prize Platinum Sponsorship <input type="checkbox"/> C4. 2 Days Full Track Sponsor & VIP Mixer </div> <div> <input type="checkbox"/> B6. Sponsored Lounge <input type="checkbox"/> C5. Solo Speaking Slot </div>		<input type="checkbox"/> Additional ABC Series Exclusive Marketing Option +7,500 USD <input type="checkbox"/> G Series Marketing Option +2,500 USD <input type="checkbox"/> S Series Marketing Option +1,000 USD

GOLD SPONSOR

<input type="checkbox"/> 8,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (301 - 311)
Gold Marketing Options (select one, included)		Gold Add-ons (optional)
<div> <input type="checkbox"/> G1. Women's Lunch (on hold) <input type="checkbox"/> G6. 12-Pack (Twelve) All-Access Conference Passes </div> <div> <input type="checkbox"/> G2. Gamesauce Sidebar Ad & Reg Handout <input type="checkbox"/> G7. Meeting System^x </div> <div> <input type="checkbox"/> G3. Indie Prize Gold Sponsorship <input type="checkbox"/> G8. Lecture Video Pre-Roll^o (SOLD) </div> <div> <input type="checkbox"/> G4. Break-Out Panel Speaking Slot <input type="checkbox"/> G9. Water Closet Branding (within guidelines of venue)^x </div> <div> <input type="checkbox"/> G5. Day 3 Track Sponsor^x <input type="checkbox"/> G10. WIFI^x (SOLD) </div>		<input type="checkbox"/> ABC Series Marketing Option +10,000 USD <input type="checkbox"/> C5. Solo Speaking Slot +10,000 USD <input type="checkbox"/> G Series Marketing Option +3,500 USD <input type="checkbox"/> S Series Marketing Option +1,500 USD

SILVER SPONSOR

<input type="checkbox"/> 4,000 USD	Table Selection (select one)	<input type="checkbox"/> _____ (401-414)
Silver Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +4,000 USD <input type="checkbox"/> S Series Marketing Option +2,000 USD		

BRONZE SPONSOR

<input type="checkbox"/> 2,000 USD	No Table
Bronze Add-ons (optional)	
<input type="checkbox"/> G Series Marketing Option +4,000 USD <input type="checkbox"/> S Series Marketing Option +2,000 USD	

DEV SHOWCASE*

<input type="checkbox"/> 1,100 USD	Table Selection (select one)	<input type="checkbox"/> _____ (902-908)
Dev Showcase Add-ons (optional)		
<input type="checkbox"/> G Series Marketing Option +3,500 USD <input type="checkbox"/> S Series Marketing Option +1,500 USD		

+ Requires custom quote for exclusive party sponsorship. o Excluding sponsored lectures. x Exclusive Option, multiple exclusive add-ons require approval.

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection (cont.) | Singapore 16 - 18 May 2017

A LA CARTE MARKETING OPTIONS	DESCRIPTION	PRICING
A1. Lanyards & Billboards	Production of lanyards, badge backs, mini program logo and billboards from sponsor-provided artwork.	SOLD OUT
A2. Registration Bags, Staff Hats & Online Registration Branding	Production of basic attendee bags with sponsor logo. Sponsorship upgrade ideas: Addition of durable speaker backpacks to attendee bags and related gift inside each bag (water bottle, paper pad, pen).	□ 12,000 USD
A3. Afternoon Fruit & Hydration Recharge Station, Day 1 Aloha Mimosa Welcome, Day 2 Hangover Station, Day 3 Farewell Tequila Sunset	Tent cards on each station. Display Banner, Cups and Napkins, giveaways (sponsor-provided). Two Available, Select 2 of 4 options.	□ 12,000 USD
A4. Prominent Branding & Conference Program Back Cover	Logo and messaging on the bottom 1/3 of all directional signage. 10 standing banners as designed by sponsor to be displayed throughout the venue. Production of Conference Program with sponsor full-page ad on the back of the program distributed to all attendees.	□ 12,000 USD
B1. Opening Night Party Co-Sponsor ⁺	Event listing on Casual Connect website. Dedicated email invitation to full Casual Connect email list. Facebook invitation (w/ RSVP). Drinks for all attendees of Casual Connect (to max capacity). Basic event Branding (one item). Band or DJ entertainment included.	SOLD OUT
B2. Wednesday Party Co-Sponsor ⁺		SOLD OUT
B3. Badge Pickup Party Co-Sponsor	Event Listing On Casual Connect website. Invitation included in the day by day email to Casual Connect attendees. Facebook invitation (w/ RSVP). Beer for attendees of Casual Connect. Basic Event Branding (one item).	ON HOLD
B4. Speaker Dinner Co-Sponsor	Email invitation to Casual Connect speakers. Facebook invitation (w/ RSVP). Printed invitation to all Casual Connect speakers inserted into badge. Dinner and Drinks for speakers of Casual Connect. Basic Event Branding (one item).	□ 12,000 USD
B5. Indie Prize Platinum Sponsorship	Top Listing on IndiePrize.org, Top on Printed Listing. Large on stage banner during Ceremony. Allowed to have opening remarks for Ceremony. Present final award for people's choice.	□ 10,000 USD
B6. Sponsored Lounge	Lounge area in main session hall near break stations with tent cards or similar branding.	□ 12,000 USD
C1. Partner Day	A full day of workshops and lectures to inform/relay a message to your partners. Promotion in multiple event emails and listed in the top section of the schedule website.	□ 12,000 USD
C2. 2 Days Full Track Sponsor & Day 1 Mixer	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table at the entrance inside the session. Logo on track schedule.	□ 12,000 USD
C3. 2 Days Full Track Sponsor & Day 2 Mixer		□ 12,000 USD
C4. 2 Days Full Track Sponsor & Private VIP Mixer		□ 12,000 USD
C5. Solo Speaking Slot	Speaker slot with Gamesauce speaker article and video coverage.	□ 12,000 USD
G1. Women's Lunch Co-Sponsor	Event listing on Casual Connect website. Direct email invitation to Casual Connect's women list. Facebook invitation (with RSVP). Printed invitation to all women attendees at Casual Connect. Full lunch for all female attendees at Casual Connect. Approximately 150 in attendance.	□ 5,000 USD
G2. 3 Months Gamesauce Sidebar Ad & Registration Handout	550 px by 170 px Side Article Ad for 3 months and registration handout in attendee bags (sponsor-provided).	□ 5,000 USD
G3. Indie Prize Gold Sponsorship	Logo listing on Indie Prize website. Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony. Sponsor-provided giveaways for Indie Prize participants. Sponsor-provided prizes for Indie Prize award recipients. Option to upgrade to a prize presentation on stage.	□ 5,000 USD
G4. Break-Out Panel Speaking Slot	Be an influential part of a panel session.	□ 5,000 USD
G5. Day 3 Track Sponsor ^x	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table in front of the session hall doors. Logo on track schedule.	□ 5,000 USD
G6. 12-Pack (Twelve) All-Access Conference Passes	Get 12 All-Access Conference Passes to Casual Connect at a discounted rate.	□ 5,000 USD
G7. Meeting System ^x	Both Attendee Pitch and Match System and Blind Email System will have your logo featured prominently on the meeting request webpage and your banner on all meeting request emails. Your speaker's photo on meeting emails. Approximately 20,000 emails are opened by attendees.	□ 5,000 USD
G8. Lecture Video Pre-Roll ^{xo}	Sponsor-provided pre-roll video for all recorded lectures.	SOLD OUT
G9. Water Closet Branding ^x	Ability to brand bathrooms, subject to venue's branding guidelines.	□ 5,000 USD
G10. WIFI ^x	WIFI password prominently displayed on directional signs. Password required to be input to use internet.	SOLD OUT
S1. Indie Prize Silver Sponsorship	Listing on Indieprize.org. Listing on printed materials.	□ 2,500 USD
S2. 1 Month Gamesauce Sidebar Ad & Registration Handout	100 px by 100 px image and registration handout in attendee bags (sponsor-provided).	□ 2,500 USD

SPONSORSHIP TOTAL

A LA CARTE TOTAL

MULTI SHOW DISCOUNT****

2 events = 15% off lowest priced event to be applied to final invoice payment
 3 events = 30% off lowest priced event to be applied to final invoice payment
 4 events = 60% off lowest priced event to be applied to final invoice payment

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**** Discount applied to lowest priced event. Multi-show is for any 12 monthly period. Discount only when paid in advance.
 + Requires custom quote for exclusive party sponsorship.
 o Excluding sponsored lectures.
 x Exclusive Option, multiple exclusive add-ons require approval.
 * DEV Showcase is a scholarship program for independent game developers only.

Event Prospectus
SEATTLE | 1 - 3 Aug 2017

casual connect



Casual Connect USA 2017 in Seattle



Casual Connect USA 2012
Benaroya Hall, Seattle

WELCOME!

Join us — and 2,000 other games industry professionals — in Benaroya Hall in Seattle for Casual Connect USA 2017.

Meet developers big and small, from chart-topping giants to undiscovered hit-makers. While seasoned veterans and new innovators will deliver original lectures, and around 120 teams will demo their latest projects in the Indie Prize Showcase. Attendees will surely pick up new contacts, ideas and tools for success through meetings, niche mingles and evening parties.

Founded in 2006, Casual Connect USA is the largest edition of our international event series and the second largest professionals-only games conference in the USA.

SCHEDULE (schedule subject to change)

Monday	31 July 2017 Evening Pre-Event Badge Pickup
Tuesday	1 August 2017 Lectures and Networking and Party
Wednesday	2 August 2017 Lectures, Speaker Dinner and Party
Thursday	3 August 2017 Lectures and Networking and Indie Prize Awards Ceremony

CASUAL CONNECT USA 2017 IN SEATTLE



Sponsorship Packages | Seattle 1 - 3 Aug 2017

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price	30,000 - 42,000 USD	10,000 - 12,000 USD	6,000 USD	3,000 USD	1,500 USD
ON-SITE MARKETING					
Hanging Banner	8 ft x 4 ft	4 ft x 4 ft			
Show-Floor Space	100 series 14 ft x 10 ft	200-300 series 12 ft x 4 ft	400 series 6 ft x 4 ft	No Table	900 series 6 ft x 4 ft
Private Meeting Room	■				
On-Stage Branding	■				
Conference Program Ad	■				
Registration Handout	■				
Exclusive Marketing Options	A,B,C series (select one)	G series (select one)			
PRE-EVENT MARKETING					
Logo & Link on Website	■	■	■	■	■
Attendee Name, Co. and Title	■	■	■	■	
Company Desc. on Website	150 words	100 words	75 words	50 words	50 words
Listing in Confirmation Emails	25 words				
ONLINE MARKETING					
Gamesauce Speaker Article	■				■
Gamesauce Ad, in Article	3 months				
Gamesauce Ad, in Sidebar		(option)			
ON-SITE MESSAGE DELIVERY					
Solo Speaking Slot	■				
Break-Out Panel Speaking Slot		(option)			
PASSES					
All Access Passes	40	10	4	2	2
Partner Discount Passes (25% off All Access)	■	■	■	■	■

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection | Seattle 1 - 3 Aug 2017

PLATINUM SPONSOR

☐ 30,000 - 42,000 USD Table Selection (select one) ☐ _____ (101 - 108)

Platinum Exclusive Marketing Options (select one, included)

- ☐ ~~A1. Lanyards & Billboards (SOLD)~~
- ☐ A2. Registration Bags, Staff Hats & Online Registration Branding
- ☐ A3. Afternoon Fruit & Hydration Recharge Station, Aloha Mimosa Welcome, Hangover Station, Farewell Tequila Sunset (Select 2 of 4)
- ☐ ~~A4. Prominent Branding & Conference Program Back Cover (SOLD)~~

- ☐ ~~B1. Opening Night Party⁺ (SOLD)~~
- ☐ ~~B2. Wednesday Party⁺ (SOLD)~~
- ☐ ~~B3. Badge Pickup Party (SOLD)~~
- ☐ ~~B4. Speaker Dinner (SOLD)~~
- ☐ B5. Indie Prize Platinum Sponsorship
- ☐ B6. Sponsored Lounge

- ☐ C1. Partner Day⁺ (HOLD)
- ☐ C2. 2 Days Full Track Sponsor & Day 1 Mixer
- ☐ C3. 2 Days Full Track Sponsor & Day 2 Mixer
- ☐ C4. 2 Days Full Track Sponsor & VIP Mixer
- ☐ C5. Solo Speaking Slot

Platinum Add-ons (optional)

- ☐ Additional ABC Series Exclusive Marketing Option +10,000 USD
- ☐ G Series Additional Marketing Option +3,000 USD
- ☐ S Series Additional Marketing Option + 750 USD

GOLD SPONSOR

☐ 10,000 - 12,000 USD Table Selection (select one) ☐ _____ (201 - 204) OR ☐ _____ (301-310)

Gold Marketing Options (select one, included)

- ☐ G1. Women's Lunch (HOLD)
- ☐ G2. Gamesauce Sidebar Ad & Reg Handout
- ☐ G3. Indie Prize Gold Sponsorship
- ☐ G4. Break-Out Panel Speaking Slot
- ☐ G5. Day 3 Track Sponsor^x
- ☐ G6. 12-Pack (Twelve) All-Access Conference Passes
- ☐ G7. Meeting System^x
- ☐ ~~G8. Lecture Video Pre-Roll^o (SOLD)~~
- ☐ G9. Water Closet Branding (within guidelines of venue)^x
- ☐ ~~G10. WiFi^x (SOLD)~~
- ☐ G11. Meeting Suite

Gold Add-ons (optional)

- ☐ ABC Series Additional Marketing Option +13,000 USD
- ☐ C5. Solo Speaking Slot +13,000 USD
- ☐ G Series Additional Marketing Option +4,500 USD
- ☐ S Series Additional Marketing Option +1,000 USD

SILVER SPONSOR

☐ 6,000 USD Table Selection (select one) ☐ _____ (401-419)

Silver Add-ons (optional)

- ☐ G Series Marketing Option +5,000 USD
- ☐ S Series Marketing Option +1,000 USD

BRONZE SPONSOR

☐ 3,000 USD No Table

Bronze Add-ons (optional)

- ☐ G Series Marketing Option +5,000 USD
- ☐ S Series Marketing Option +1,000 USD

DEV SHOWCASE*

☐ 1,500 USD Table Selection (select one) ☐ _____ (901-905)

Dev Showcase Add-ons (optional)

- ☐ G Series Marketing Option +4,000 USD
- ☐ S Series Marketing Option + 750 USD

+ Requires custom quote for exclusive party sponsorship. o Excluding sponsored lectures. x Exclusive Option, multiple exclusive add-ons require approval.

* DEV Showcase is a scholarship program for independent game developers only.

Sponsorship Selection (cont.) | Seattle 1 - 3 Aug 2017

A LA CARTE MARKETING OPTIONS	DESCRIPTION	PRICING
A1. Lanyards & Billboards	Production of lanyards, badge backs, mini program logo and billboards from sponsor-provided artwork.	SOLD OUT
A2. Registration Bags, Staff Hats & Online Registration Branding	Production of basic attendee bags with sponsor logo. Sponsorship upgrade ideas: Addition of durable speaker backpacks to attendee bags and related gift inside each bag (water bottle, paper pad, pen).	☐ 20,000 USD
A3. Afternoon Fruit & Hydration Recharge Station, Day 1 Aloha Mimosa Welcome, Day 2 Hangover Station, Day 3 Farewell Tequila Sunset	Tent cards on each station. Display Banner, Cups and Napkins, giveaways (sponsor-provided). Two Available, Select 2 of 4 options.	☐ 20,000 USD
A4. Prominent Branding & Conference Program Back Cover	Logo and messaging on the bottom 1/3 of all directional signage. 10 standing banners as designed by sponsor to be displayed throughout the venue. Production of Conference Program with sponsor full-page ad on the back of the program distributed to all attendees.	SOLD OUT
B1. Opening Night Party Co-Sponsor ⁺	Event listing on Casual Connect website. Dedicated email invitation to full Casual Connect email list. Facebook invitation (w/ RSVP). Drinks for all attendees of Casual Connect (to max capacity). Basic event Branding (one item). Band or DJ entertainment included.	SOLD OUT
B2. Wednesday Party Co-Sponsor ⁺		SOLD OUT
B3. Badge Pickup Party Co-Sponsor	Event Listing On Casual Connect website. Invitation included in the day by day email to Casual Connect attendees. Facebook invitation (w/ RSVP). Beer for attendees of Casual Connect. Basic Event Branding (one Item).	SOLD OUT
B4. Speaker Dinner Co-Sponsor	Email invitation to Casual Connect speakers. Facebook invitation (w/ RSVP). Printed invitation to all Casual Connect speakers inserted into badge. Dinner and Drinks for speakers of Casual Connect. Basic Event Branding (one item).	SOLD OUT
B5. Indie Prize Platinum Sponsorship	Top Listing on IndiePrize.org, Top on Printed Listing. Large on stage banner during Ceremony. Allowed to have opening remarks for Ceremony. Present final award for people's choice.	☐ 20,000 USD
B6. Sponsored Lounge	Lounge area in main session hall near break stations with tent cards or similar branding.	☐ 20,000 USD
C1. Partner Day	A full day of workshops and lectures to inform/relay a message to your partners. Promotion in multiple event emails and listed in the top section of the schedule website.	ON HOLD
C2. 2 Days Full Track Sponsor & Day 1 Mixer	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table at the entrance inside the session. Logo on track schedule.	☐ 20,000 USD
C3. 2 Days Full Track Sponsor & Day 2 Mixer		☐ 20,000 USD
C4. 2 Days Full Track Sponsor & Private VIP Mixer		☐ 20,000 USD
C5. Solo Speaking Slot		☐ 20,000 USD
G1. Women's Lunch Co-Sponsor	Event listing on Casual Connect website. Direct email invitation to Casual Connect's women list. Facebook invitation (with RSVP). Printed invitation to all women attendees at Casual Connect. Full lunch for all female attendees at Casual Connect. Approximately 150 in attendance.	ON HOLD
G2. 3 Months Gamesauce Sidebar Ad & Registration Handout	550 px by 170 px Side Article Ad for 3 months and registration handout in attendee bags (sponsor-provided).	☐ 5,000 USD
G3. Indie Prize Gold Sponsorship	Logo listing on Indie Prize website. Logo on Indie Prize banner to be displayed at the showcase and at the awards ceremony. Sponsor-provided giveaways for Indie Prize participants. Sponsor-provided prizes for Indie Prize award recipients. Option to upgrade to a prize presentation on stage.	☐ 5,000 USD
G4. Break-Out Panel Speaking Slot	Be an influential part of a panel session.	☐ 5,000 USD
G5. Day 3 Track Sponsor ^x	Emcee the room. Branding on seats. Logo on projector during breaks. Branding on two rollup banners and a table in front of the session hall doors. Logo on track schedule.	☐ 5,000 USD
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G10. WIFI ^x	WIFI password prominently displayed on directional signs. Password required to be input to use internet.	SOLD OUT
G11. Meeting Suite	All meeting suite options come with venue-provided furniture, refreshments and snacks, Wi-Fi and basic A/V (if available).	☐ 5,000 €
S1. Indie Prize Silver Sponsorship	Listing on Indieprize.org. Listing on printed materials.	☐ 2,000 USD
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