

Event Prospectus
AMSTERDAM | 16 - 18 February 2016

casual connect





Casual Connect Europe
Grote Zaal, Beurs van Berlage

WELCOME!

Please join us for the largest professionals-only games conference in Europe. Set in Amsterdam's beautiful and historic Beurs Van Berlage, Casual Connect Europe 2016 will mark the event's 11th European edition.

Casual Connect Europe attracts hundreds 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 the critical data, powerful tools and profitable relationships they need to ascend into gaming's elite.

SCHEDULE

Monday	15 Feb 2016 Evening Pre-Event Badge Pickup
Tuesday	16 Feb 2016 Meetings and Lectures and Evening Party
Wednesday	17 Feb 2016 Meetings and Lectures and Evening Party by Gamepoint
Thursday	18 Feb 2016 Meetings and Lectures and Indie Prize award ceremony



Casual Connect Europe 2016 at the Beurs van Berlage

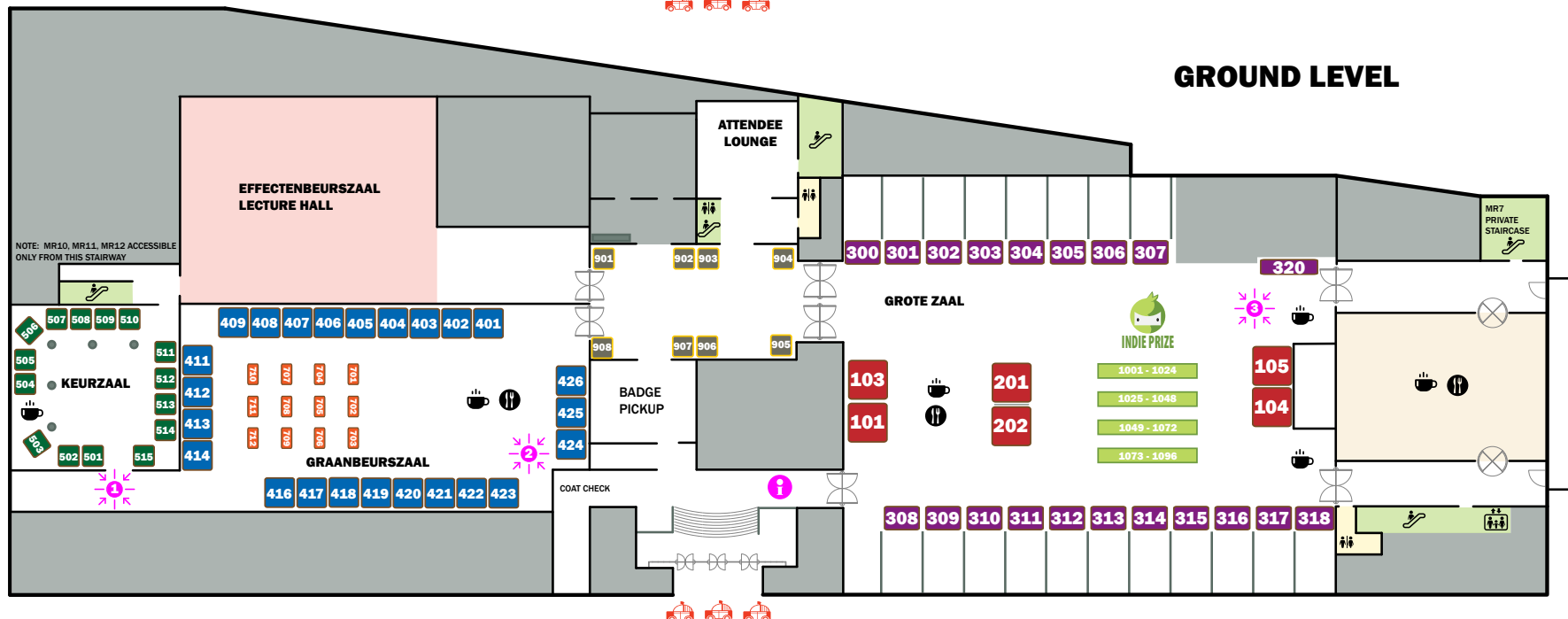
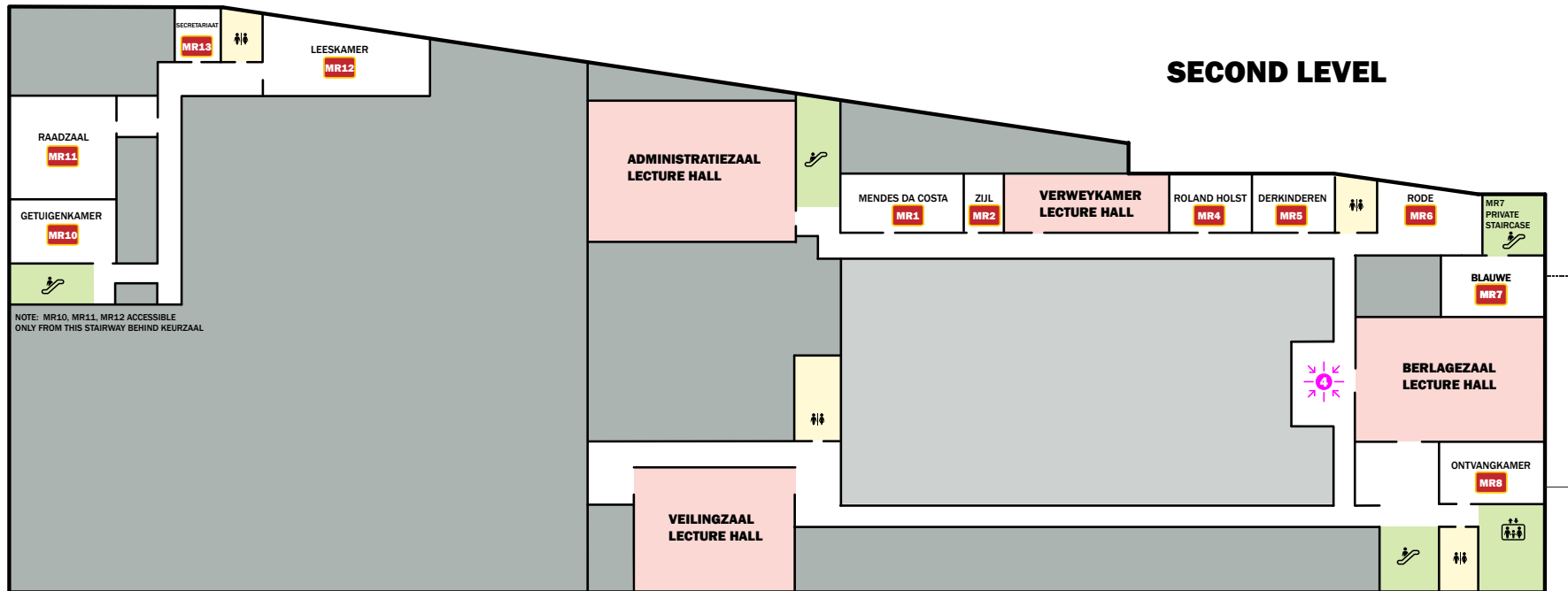
Sponsorship Packages At-a-Glance | Amsterdam 2016

	PLATINUM	GOLD	SILVER	BRONZE	MEETING TABLE	DEV Showcase*
Price	22,000 €	11,000 €	4,000 €	3,000 €	1,500 €	1,500 USD
On-Site Marketing						
Hanging Banner	4 m x 3 m or 5 m x 1 m	3 m x 2 m			A4 table sign only	
Show-floor space	100-200 series 4 m x 4 m	300 series 3 m x 7 m	400 series 3 m x 3 m	500 series 2 m x 2 m	700 series 6ft table, 4 chairs	900 series 2 m x 2 m
Private Meeting Room	✓					
On stage branding	✓					
Event program ad	✓					
Registration handout	✓	(option)	(option)	(option)	(option)	(option)
Marketing options	platinum option	gold option				
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	3 months	(option)	(option)	(option)	(option)	(option)
On-Site Message Delivery						
Lecture Session	✓					
Passes						
All Access Passes	40	10	4	2	1	2
Partner Discount Passes (25% off all access)	120	30	8	4		

* DEV Showcase is a scholarship program designed for independent developers to advertise their games and game development services. Some tables have been placed in high traffic locations - as such, some physical restrictions may apply.

** Meeting tables in the 700 and 950 series are designed to have minimal disruptions from walk-up visitors to facilitate pre-arranged meetings. Tables are not designed for exhibition, as such, some physical restrictions may exist but will not interfere with the ability to hold meetings.

Show Floor Options | Amsterdam 2016



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 2016 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 2016. 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 2016 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 2016 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 2016, 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 2016. CGA will add a 1% finance charge in addition to the 10% for each full month after Casual Connect 2016 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 sign up.

14. In the event of a disagreement, conflict, or dispute between sponsoring companies relating to rights obtained through sponsorship of Casual Connect 2016, 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 2016, 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"), its affiliates, officers, agents, contractors, employees and volunteers are not liable for any damages or losses sustained by Sponsor Company, its affiliates, officers, agents, contractors, employees, and invitees while participating in Casual Connect 2016 and Sponsorship Company hereby waives any such liability, including but not limited to intellectual property, trade secrets, personal damage, loss of Sponsor Company property or loss of personal property; special, consequential, or incidental damages; and any loss of income or for business interruption. The Sponsor Company's insurer shall not hold any right of subrogation against CGA for the right to recover any loss or damage waived 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 2016 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 = _____	EUROPE 2016 + _____	ASIA 2016 + _____	USA 2016 + _____	TEL AVIV 2016 + _____	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: _____

FAX: +1 866 835 1275 OR EMAIL: carl@casualgamesassociation.org

Sponsorship Selection | Amsterdam 16 - 18 Feb 2016

	PLATINUM	GOLD	SILVER	BRONZE	MEETING TABLE	DEV Showcase*
Price with showfloor space	<input type="checkbox"/> 22,000 €	<input type="checkbox"/> 11,000 €	<input type="checkbox"/> 4,000 €	<input type="checkbox"/> 3,000 €	<input type="checkbox"/> 1,500 €	<input type="checkbox"/> 1,500 USD
Marketing & Table Selection						
Show-floor space selection	<input type="checkbox"/> _____ Select: 101 - 105 or 201 - 204	<input type="checkbox"/> _____ Select: 301 - 320	<input type="checkbox"/> _____ Select: 401 - 423	<input type="checkbox"/> _____ Select: 501 - 515	Table number is assigned (700s)	<input type="checkbox"/> _____ Select: 901 - 957
Marketing option (select one)	Select One <input type="checkbox"/> Tue Party+ co-sponsor <input checked="" type="checkbox"/> Wed Party <input checked="" type="checkbox"/> Lanyards & Billboards <input type="checkbox"/> Badge Pickup Party <input type="checkbox"/> Bags <input type="checkbox"/> Coffee Breaks <input type="checkbox"/> Speaker Dinner <input type="checkbox"/> Program Back Cover & Message System & Preroll <input type="checkbox"/> Indie Prize <input type="checkbox"/> Prominent Branding <input type="checkbox"/> Day 1 Mingle <input type="checkbox"/> Day 2 Mingle	Select One <input type="checkbox"/> Women's Lunch co-sponsorship <input type="checkbox"/> Indie Prize Gold <input type="checkbox"/> Gamesauce Ad & Reg Handout			This option is limited to A4 signage on table only. No other branding or signage is allowed. Includes table and chairs but no electricity provided.	
Add ons						
Registration Handout	(included)	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €
Gamesauce Ad, 3 month	(included)	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €	<input type="checkbox"/> 800 €
Custom Adjustments						
Platinum options not selected by platinum sponsors will be available after Jan 1, 2016 for 10,000 €.						
EVENT 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:	_____					

* DEV Showcase is designed for developers to advertise their games and game development services. Creative startups evaluated on a case-by-case basis.

** Meeting tables in the 700 and 950 series are designed to have minimal disruptions from walk-up visitors to facilitate pre-arranged meetings. Tables are not designed for exhibition, as such, some physical restrictions may exist but will not interfere with the ability to hold meetings.

*** Discount must be applied to lowest priced event. Multi-show year runs for any 12 monthly period.

+ Requires custom quote for exclusive party sponsorship, premium pricing applies for exclusive party sponsorships.

Coffee & Networking Breaks | Daily



Coffee and break station
Grote Zaal, Beurs Van Berlage

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

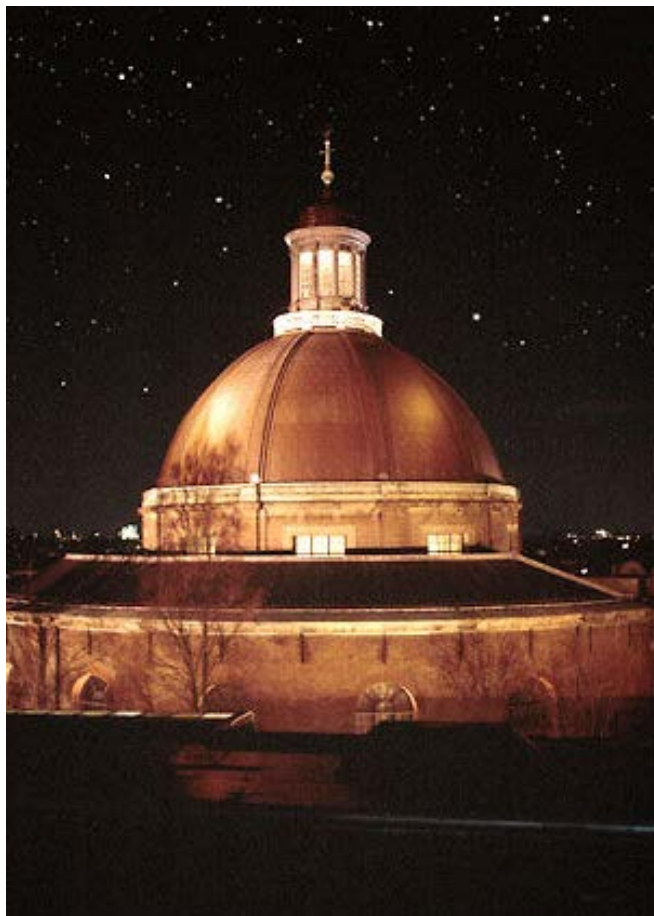
Sponsorship includes

- > Coffee breaks for attendees at Casual Connect
- > Basic branding (one item)

Sponsorship branding ideas

- > Sponsor displayed banners for coffee stations
- > Sponsor provided giveaways at coffee stations
- > Sponsor provided branded cups
- > Sponsor provided branded napkins

Badge Pick-up and Pre-Funk Party



Europe 2016 Venue
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

- > 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.



centerpiece >

napkin >



backdrop for photos



< gobo

< cup with napkin

beer with napkin >

centerpiece >

< napkin

coasters >



cups >

Opening Night Party



Europe 2014 Opening Party
Tobacco Theatre

Multiple venue options on hold, sponsor may select from these venues or their own choice.

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

Notes

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

Speaker Dinner



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

Sponsorship branding ideas

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

Notes

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

Prominent Branding & WIFI



Directional Sign

Sponsorship includes

- > Logo and messaging on the bottom 1/3 of all directional signage
- > 10 standing banners as designed by sponsor to be displayed throughout venue
- > Hanging "Welcome to Casual Connect" banner as designed by sponsor
- > WIFI password prominently displayed on hanging directional signs

Speaker and Attendee Registration Bags



Speaker & Attendee Bags

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

On-location production includes

- > Production of basic attendee bags with sponsor logo

Post-event

- > Later on, the 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.

Lanyards & Billboards



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

Notes

- (1) Sponsor may request Casual Connect design lanyard and billboard.

Billboards & Lanyards



mini-program attached displaying billboard



mini-program removed, exposing badge back



Program Back Cover



Conference Program

Reach attendees on-site and off-site with prominent branding.

On-location production includes

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

This option is normally bundled with Messaging System & Lecture Video Pre-Roll

Indie Prize Platinum Sponsorship



Indie Prize Award Recipient
Sponsor-Provided Backdrop

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)
- > Post-ceremony photos taken on sponsor-provided booth backdrop (see left)

Sponsorship branding ideas

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

Messaging System & Lecture Video Pre-Roll



Lecture Video Pre-Roll

Messaging System

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

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

MEETING REQUEST FROM:
[SENDERNAME]

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

MESSAGE

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


supported by

Google

**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 

Meeting Request for GamePoint

Enter Your Name:

Enter Your Email Address:

Enter Email Subject:

Enter Email Message:

Select a preferred time for a meeting

July 24 ▾ 8:00am ▾

Captcha question

(Please answer the Captcha question below to prevent bots from submitting this form)



[Privacy & Terms](#)   

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Women's Lunch



Waag, Nieuwmarkt Square.
The oldest non-religious
building in Amsterdam
functioned as the grand
historic city gate as part of the
medieval city wall

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

Note

- (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.

Indie Prize Gold Sponsorship



Indie Prize Award Ceremony
in San Francisco 2014

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.

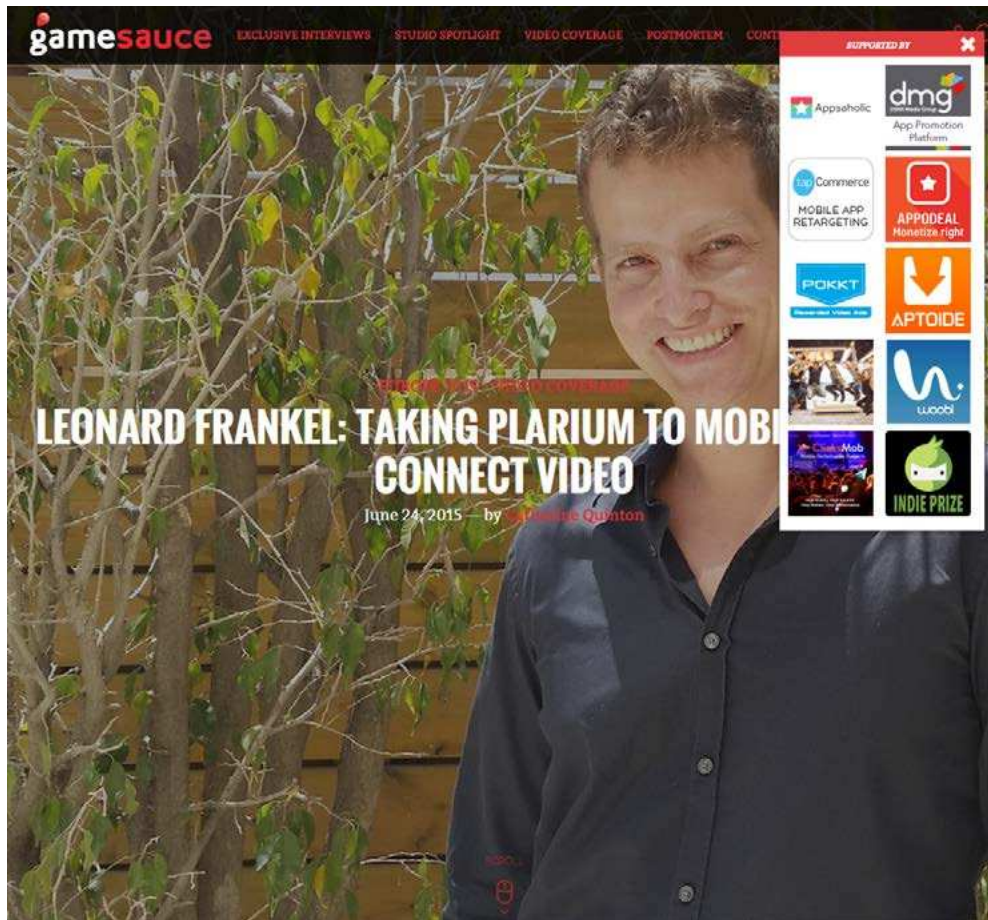
Gold Sponsorship includes:

- > 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

Gamesauce Advertisement | Sponsored 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 x 100 px image.

Gamesauce Sponsored Article (upgrade to ad option)

Reach attendees off-site with an article on gamesauce.org 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.

Gamesauce Advertisement
& Article Example

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 in Amsterdam attracts 2,000 attendees, Casual Connect USA in San Francisco attracts 3,000 attendees, Casual Connect Asia in Singapore attracts 1,200 attendees and Casual Connect Israel attracts 1,500 attendees.

The Israel 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.



playhaven

DISTIMO



Casual Connect Asia 2016 in Singapore



Casual Connect Asia
Indie Prize Award Ceremony

WELCOME!

Come be part of Casual Connect Asia 2016 at the breathtaking Sentosa Resorts World 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 90-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.

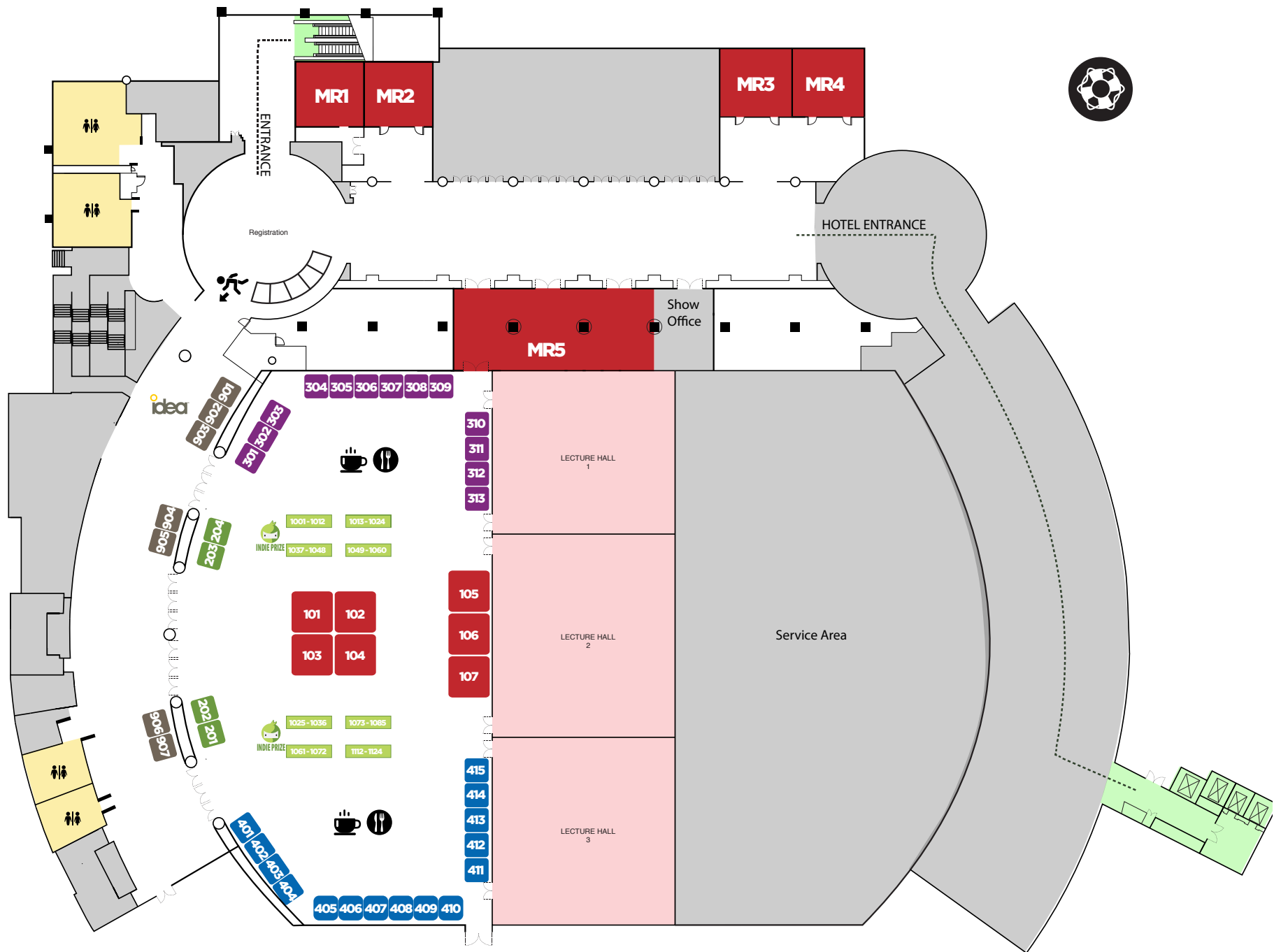
SCHEDULE

Monday	16 May 2016 Evening Pre-Event Badge Pickup
Tuesday	17 May 2016 Meetings and Lectures and Evening Party
Wednesday	18 May 2016 Meetings and Lectures and Evening Party
Thursday	19 May 2016 Meetings and Lectures and Indie Prize award ceremony

Sponsorship Packages At-a-Glance | Singapore 2016

	PLATINUM	GOLD Plus	GOLD	SILVER	DEV Showcase*
Price	17,000 USD	10,000 USD	8,000 USD	4,000 USD	1,500 USD
On-Site Marketing					
Show-floor space	100 series 4 m x 4 m	200 series 3 m x 3 m	300 series 3 m x 3 m	400 series 2.5 m x 2.0 m	900 series 1.8 m x 1.5 m (6ft table, 4 chairs)
Private Meeting Room	✓	(option)	(option)	(option)	(option)
On stage branding	✓				
Event program ad	✓				
Registration handout	✓	✓	✓	(option)	(option)
Marketing options	platinum option	gold option	gold option		ideashowcase.cc
Pre-Event Marketing					
Logo & Link on Website	✓	✓	✓	✓	✓
Attendee Name, Co and Title	✓	✓	✓	✓	
Company Desc. on Website	150 words	100 words	100 words	75 words	50 words
Listing in confirmation emails	25 words				
Online Marketing					
Gamesauce Speaker Article	✓				✓
Gamesauce Ad	3 months	(option)	(option)	(option)	(option)
On-Site Message Delivery					
Lecture Session	✓				
Passes					
All Access Passes	40	10	10	4	2
Partner pass discount (25% off all access)	120	30	30	8	

* DEV Showcase is a scholarship program designed for independent developers to advertise their games and game development services.



100 PLATINUM	300 GOLD	500 BRONZE	1000 INDIE PRIZE
201 GOLD PLUS	400 SILVER	900 IDEA SHOWCASE	MEETING POINT

Sponsorship Selection | Singapore 17-19 May 2016

	PLATINUM	GOLD Plus	GOLD	SILVER	DEV Showcase*
Price with showfloor space	<input type="checkbox"/> 17,000 USD	<input type="checkbox"/> 10,000 USD	<input type="checkbox"/> 8,000 USD	<input type="checkbox"/> 4,000 USD	<input type="checkbox"/> 1,500 USD
Marketing & Table Selection					
Show-floor space selection	<input type="checkbox"/> _____ Select: 101 - 107	<input type="checkbox"/> _____ Select: 201 - 204	<input type="checkbox"/> _____ Select: 301 - 313	<input type="checkbox"/> _____ Select: 401 - 409	<input type="checkbox"/> _____ Select: 901 - 908
Marketing option (select one premium or two standard options)	Select One Premium <input type="checkbox"/> Tue Party + <input type="checkbox"/> Wed Party + <input type="checkbox"/> Lanyards + or Select One Standard <input type="checkbox"/> Indie Prize <input type="checkbox"/> Badge Pickup Party <input type="checkbox"/> Bags <input type="checkbox"/> Breaks & Coffee <input type="checkbox"/> Speaker Dinner <input type="checkbox"/> Program Back & Meeting & Pre-Roll <input type="checkbox"/> Prominent Branding	Select One <input type="checkbox"/> Gamesauce Ad & Reg Handout <input type="checkbox"/> Indie Prize Gold	Select One <input type="checkbox"/> Gamesauce Ad & Reg Handout <input type="checkbox"/> Indie Prize Gold		
Space Upgrades	Extra Private Mtg Rm <input type="checkbox"/> +2,000 USD	Private Mtg Rm <input type="checkbox"/> +2,500 USD			
Add ons					
Registration Handout	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD
Gamesauce Ad, 3 months	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD
Custom Adjustments					
Platinum marketing options not selected by platinum sponsors will be available after April 1, 2016 for 9,000 USD					
EVENT 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:	_____				

+ Premium Platinum option production not included. Casual Connect production available for \$5,000 USD.

* DEV Showcase is designed for developers to advertise their games and game development services. Creative startups evaluated on a case-by-case basis.

**** Discount must be applied to lowest priced event. Multi-show year runs for any 12 monthly period.

Event Prospectus
SAN FRANCISCO | 18 - 20 July 2016

casual  **connect**



Casual Connect USA 2016 in San Francisco



Casual Connect USA 2014
Developer Showcase Display

WELCOME!

Join us — and 3,000 other games industry professionals — for San Francisco for Casual Connect USA 2016.

Meet developers big and small, from chart-topping giants to undiscovered hitmakers. Seasoned veterans and new innovators will deliver original lectures. Around 120 teams will demo their latest projects in the Indie Prize Showcase. And attendees will 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 the international event series and the second-largest professionals-only games conference in the USA.

SCHEDULE (schedule subject to change)

Sunday	17 July 2016 Evening Pre-Event Badge Pickup
Monday	18 July 2016 Lectures, Speaker Dinner and Party
Wednesday	19 July 2016 Lectures and Networking and City Hall Party
Thursday	20 July 2016 Lectures and Networking and Indie Prize award ceremony

Sponsorship Packages At-a-Glance | USA 2016

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price	30,000 - 42,000 USD	15,000 - 20,000 USD	6,000 USD	3,000 USD	1,500 USD
On-Site Marketing					
Hanging Banner	Size TBD				
Show-floor Space	100 series 10 ft x 20 ft	200-300 series 10 ft x 10 ft	400 series 8ft x 8 ft	500 series table & 2 chairs	900 series table & 2 chairs
Private Meeting Room	✓	(option)			
On stage branding	✓				
Event program ad	✓				
Registration handout	✓	(option)	(option)	(option)	(option)
Marketing options	platinum option	gold option			ideashowcase.cc
Pre-Event Marketing					
Logo & Link on Website	✓	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓	
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	3 months	(option)	(option)	(option)	(option)
On-Site Message Delivery					
Lecture Session	✓				
Passes					
All Access Passes	40	10	4	2	2
Partner pass discount (25% off all access)	120	30	8	4	

* DEV Showcase is a scholarship program designed for independent developers to advertise their games and game development services.

** Meeting tables in the 800 series are designed to have minimal disruptions from walk up visitors to facilitate pre-arranged meetings. 800 series tables are not designed for exhibition.

+ Developers are content creators.

Sponsorship Selection | San Francisco 18 - 20 July 2016

	PLATINUM	GOLD	SILVER	BRONZE	DEV SHOWCASE*
Price with showfloor space	<input type="checkbox"/> 30,000 - 42,000 USD	<input type="checkbox"/> 15,000 - 20,000 USD	<input type="checkbox"/> 6,000 USD	<input type="checkbox"/> 3,000 USD	<input type="checkbox"/> 1,500 USD
Marketing Selection					
Showfloor space selection	<input type="checkbox"/> _____ Select: 101-118	<input type="checkbox"/> _____ Select: 201-330	<input type="checkbox"/> _____ Select: 401-422	<input type="checkbox"/> _____ Select: 501-530	<input type="checkbox"/> _____ Select: 901-916
Marketing option (select one)	Select One <input type="checkbox"/> Badge Pickup Party <input type="checkbox"/> Tue Party cosponsor+ <input type="checkbox"/> Wed Party cosponsor+ <input checked="" type="checkbox"/> Lanyards & Billboards+ <input type="checkbox"/> Bags <input type="checkbox"/> Breaks & Coffee <input type="checkbox"/> Speaker Dinner <input type="checkbox"/> Magazine & Program <input type="checkbox"/> Messaging System & Pre-Roll <input type="checkbox"/> Indie Prize Awards <input type="checkbox"/> Prominent Branding	Select One <input type="checkbox"/> Magazine Ad <input type="checkbox"/> Indie Prize Gold <input type="checkbox"/> Gamesauce Ad & Reg Handout			
Space Upgrades & Add-ons	Premium Marketing+ <input type="checkbox"/> +10,000++ USD Extra Private Mtg Rm <input type="checkbox"/> +3,000 USD	Private Mtg Rm & Premium 200 series Table Selection <input type="checkbox"/> +5000 USD			
Add-ons					
Registration Handout	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,500 USD	<input type="checkbox"/> 1,500 USD	<input type="checkbox"/> 1,500 USD
Gamesauce Ad, 3 months	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD
Custom Adjustments					
Platinum options available after June 1, 2016 for 10,000 - 20,000 USD					
EVENT 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:	_____				

* DEV Showcase is designed for developers to advertise their games and game development services. Creative startups evaluated on a case-by-case basis.

*** Meeting tables in the 800 series are designed to have minimal disruptions from walk up visitors to facilitate pre-arranged meetings. 800 series tables are not designed for exhibition.

*** Discount must be applied to lowest priced event. Multi-show year runs for any 12 month period.

+ Requires custom quote, premium pricing applies to lanyards and parties.

SIT TIGHT!

MAP CURRENTLY GETTING APPROVED BY FIRE MARSHALL

Notes: Platinum, Gold Plus and Gold are similar to last year with changes to the size of booths so they meet standard exhibition sizes.
All Silver and Bronze have been converted into walk-by versions with small table space in heavy traffic areas.

Event Prospectus

Tel Aviv | TBD October 2016

casual connect



Casual Connect Tel Aviv 2016



Tel-Aviv, Israel Beach Front

WELCOME!

Please join us for Casual Connect Tel Aviv 2016.

Building on the successful launch of Casual Connect Tel Aviv 2015, this year's event is designed to harness the energy of one of the greatest startup cities you'll find anywhere. Tel Aviv boasts the largest concentration of video gaming tech and development in the world. You cannot afford to miss this show.

Come network in a beautiful Mediterranean metropolis, and be part of our unforgettable offering of great speakers, niche mingles and signature evening parties.

SCHEDULE (schedule subject to change)

Sunday	TBD 2016 Evening Pre-Event Badge Pickup
Monday	TBD 2016 Lectures and Party hosted
Tuesday	TBD 2016 Lectures and Party hosted by Playtika
Wednesday	TBD 2016 Lectures and Networking and Indie Prize award ceremony

Sponsorship Packages At-a-Glance | Tel Aviv TBD October 2016

	PLATINUM	GOLD	SILVER	MEETING TABLE	DEV Showcase*
Price	25,000 USD	10,000 USD	5,000 USD	2,000 USD	1,200 USD
On-Site Marketing					
Large Hanging Banner	1m x 3m			A4 table sign only	
Showfloor Space	200 series 5m x 5m or 5m x 3m	300 series 3m x 2.5m	400 and 500 series 3m x 2m	TBD 2.5m x 2m	900 series table and 2 chairs
On stage branding	✓				
Event program ad	✓				
Registration handout	✓	✓			
Marketing options	platinum option	gold option			
Pre-Event Marketing					
Logo & Link on Website	✓	✓	✓	✓	✓
Attendee List	✓	✓	✓	✓	
Company Desc. on Website	150 words	100 words	75 words		50 words
Listing in confirmation emails	25 words				
Online Marketing					
Gamesauce Speaker Article	✓	✓			✓
Gamesauce Ad	3 months	(option)	(option)	(option)	(option)
On-Site Message Delivery					
Lecture Session	✓				
Passes					
All Access Passes	40	10	4	1	2
Partner pass discount (25% off all access)	120	30	8		

* DEV Showcase is a scholarship program designed for independent developers to advertise their games and game development services.

Sponsorship Selection | Tel Aviv TBD October 2016

	PLATINUM	GOLD	SILVER	MEETING TABLE	DEV Showcase*
Price	<input type="checkbox"/> 25,000 USD	<input type="checkbox"/> 10,000 USD	<input type="checkbox"/> 5,000 USD	<input type="checkbox"/> 2,000 USD	<input type="checkbox"/> 1,200 USD
Marketing Selection					
Show-floor space selection	<input type="checkbox"/> _____ Select: 201 - 208	<input type="checkbox"/> _____ Select: 301 - 318	<input type="checkbox"/> _____ Select: 401 - 504	Table number is assigned	<input type="checkbox"/> _____ Select: 901 - 909
Marketing option (select one)	Select One <input type="checkbox"/> Lanyards & Billboards ⁺ <input type="checkbox"/> Mon Party co-sponsor ⁺ <input type="checkbox"/> Tue Party co-sponsor ⁺ <input type="checkbox"/> Badge Pickup Party <input type="checkbox"/> indie Prize Platinum <input type="checkbox"/> Bags <input type="checkbox"/> Breaks & Coffee <input type="checkbox"/> Speaker Dinner <input type="checkbox"/> Program, Meeting, Pre-Roll <input type="checkbox"/> Prominent Branding	Select One <input type="checkbox"/> Indie Prize Gold <input type="checkbox"/> Gamesauce Ad & Reg Handout		This option is limited to A4 signage on table only. No other branding or signage is allowed.	
Space Upgrades & Add-ons					
Add-ons					
Registration Handout	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD
Gamesauce Ad	(included)	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD	<input type="checkbox"/> 1,000 USD
Custom Adjustments					
EVENT 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:	_____				

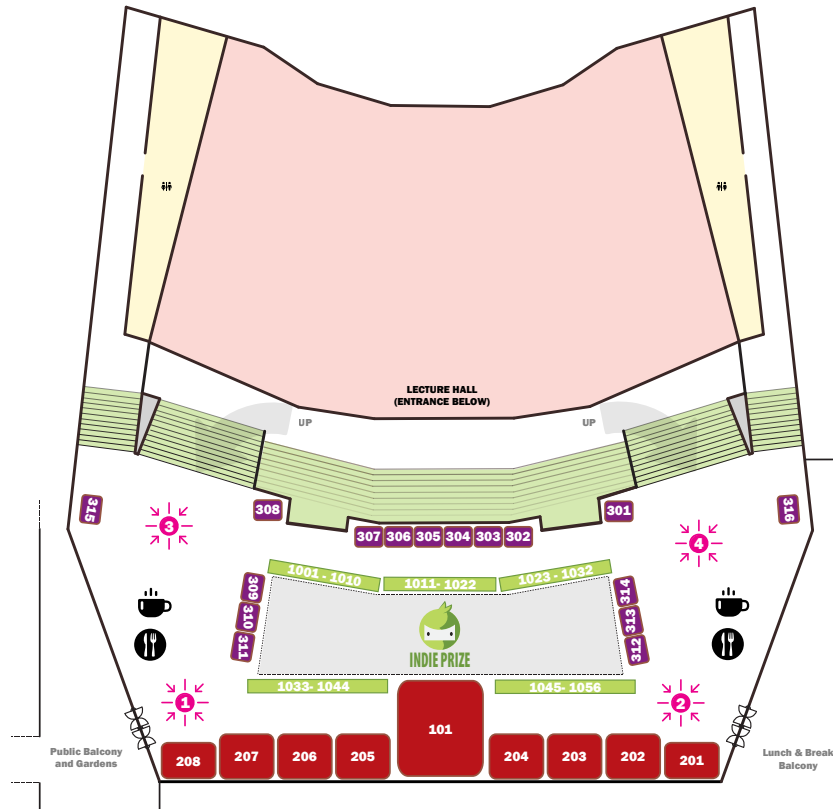
* DEV Showcase is designed for developers to advertise their games and game development services. Creative startups evaluated on a case-by-case basis.

*** Discount must be applied to lowest priced event. Multi-show year runs for any 12 month period.

+ Requires custom quote, premium pricing may apply to lanyards and parties.

Tel Aviv 2016

UPPER FLOOR



GROUND FLOOR

