

gamecom 2019 on the UK stand looked like this;

- 95 UK companies exhibiting
- Over 3,000 visitors to the UK stand
- We consumed 2300 beers, 36kg of coffee beans, 1040 tea bags, 5000 recyclable water cups, 27kg of sweet, 1000 tubs of ice cream, 1000 bags of popcorn
- Secured business wins of £40m

We're going to miss the stand in 2020 but gamescom is going to be a major digital trade show and Ukie will be there – and we'd love you to come with us!





gamescom & devcom 2020 for Ukie exhibitors

Ukie objectives for gamescom and devcom are –

- To connect developers, platforms, publishers, service companies and investors to each other to secure commercial deals for current and future projects
- Help UK companies to showcase their work to the media and journalists to gain product and company exposure
- Replicate the community spirit and fun as if you were at a physical show

In 2020 there will be a clear distinction between Gamescom and devcom –

- **gamescom** (27 – 30 August) will be a **consumer-focused** digital event with live shows and a website as the home for all content
- **devcom** (17 – 30 August) will be the **business-to-business** event with an app for mobile and browser as the access point for meetings, content and industry talks

Ukie exhibitor packages will give you discounted access to gamescom & devcom and a raft of networking opportunities to help you secure business wins (and have some fun)





gamecom & devcom 2020 packages for Ukie exhibitors

Ukie has a small number of DIT grants available, worth £500 per company. **Any booking made with Ukie that is valued at £500 or more qualifies you for a grant.** DIT terms and conditions apply. Ask Sam@ukie.org.uk for more details and an application form.

All price are ex-VAT

Ukie devcom & gamescom packages	Date	Package 1	Package 2	Package 3	Additional extras & sponsorship
Access to official devcom business matchmaking app (1 user)	17-30 Aug	√			
Access to official devcom business matchmaking app (3 users)	17-30 Aug		√	√	
Access to devcom industry talks, live Q&A sessions and recorded sessions	17-30 Aug	√	√	√	
Your company showreel and profile in the Ukie area of the devcom app	17-30 Aug	√	√	√	
Access to devcom discord community	17-30 Aug	√	√	√	
Access to the MeetToMatch business matchmaking service (1 user)	25-27 Aug	√			
Access to the MeetToMatch business matchmaking service (3 users)	25-27 Aug		√	√	
Products showcased in a UK video montage on the gamescom website	27-30 Aug	√	√	√	
Company listing in the Ukie Times digital newspaper	17-20 Aug	√	√	√	
Access to Ukie networking events throughout devcom	20-28 Aug	√	√	√	
Company dedicated area on the gamescom website (video and profile)	27-30 Aug			√	
*Only available to companies with less than £10m turnover					
Early bird member cost (booked before 3 July)		£300 + VAT	£500 + VAT	£800 + VAT	
Standard member cost (booked after 3 July)		£400 + VAT	£600 + VAT	£900 + VAT	
Non-member cost		£500 + VAT	£700 + VAT	£1,000 + VAT	
Additional user access to the devcom business matchmaking tool	17-30 Aug				£60 per addn user
Additional user access to MeetToMatch business matchmaking tool	25-27 Aug				£40 per addn user
Listing on the Ukie Virtual Business Card Wall					£100
Company listing in the Ukie Times (for non exhibitor)					£100
Advert in the Ukie Times (full colour A4 page, exhibitor)					£100
Advert in the Ukie Times (full colour A4 page, non-exhibitor)					£300
Sole sponsor of the UK Game of the Show (live event)	24-Aug				£2,500
Solo sponsor of the EuroPlay games content (Ukie organised live event, mass audience)	28-Aug				£10,000



gamecom & devcom 2020 timeline for Ukie exhibitors

Devcom is the b2b show. Packages give you access to the web/mobile app for meetings and company showcase. Ukie will promote batches of days for meetings with Asia / Europe and USA

Gamescom is consumer focused. Ukie packages include inclusion in UK showreel on Gamescom site

	August													
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Gamescom														
Devcom digital conference														
Devcom 365														
MeetToMatch														
UK Game of the Show														
EuroPlay game contest														
Gamescom opening night live														

Ukie packages give you access to MeetToMatch – a second meeting planning tool at gamescom

Devcom 365 hosts industry talks and presentations on the app

Ukie are organizing two LIVE events; a UK game of the show and a Europe-wide version (think Eurovision for games) – more events TBC





gamescom & devcom 2020 for sponsors

Gamescom & devcom are ideal opportunities to promote your company, products and services. Sponsorship with Ukie helps you reach your target audience. Here are some ideas – but let us know if you have your own –

		Exhibitor cost (£)	Sponsor cost (£)
Listing in Ukie Times	A company listing in the UK stand guide; pdf distributed to all European partners and via the dedicated Micro site	Free	£100
Advert in the Ukie Times	Full colour page advert, widely distributed to Ukie trade partners and industry	£100	£300
Cover Ukie Times	Two full colour pages (first & last page)	£500	£1,000
Listing business card wall	Company business card listed on the Ukie dedicated micro site; excellent lead generator for games companies	£100	£100
Beer pack sponsor	Get your brand on the German beer pack distributed by Ukie to exhibitors in the UK area		£1,500
UK Game of the Show	The best, <i>UK developed, as yet unreleased games</i> , go head to head in a LIVE event (twitch, youtube, twitter) with public voting Free to enter for UK studios and a great sponsorship opportunity for brand association with the best in UK development		£2,500
Europlay Games Contest	The UK Game of the Show event is repeated, but this time, with winners from countries all across Europe! Think Eurovision but with games. Huge marketing and brand association opportunity		£10,000

