



IN YOUR NEWSLETTER

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Lyon : Epicentre of Game Development

Lyon will be THE place where every videogame expert wants to be this December. For the first time ever, the Game Developers Conference, the largest industry event created by developers for developers, will join on **December 3-4** the annual Game Connection taking place in Lyon on **December 4-6 2007**. This will be your chance to share technical expertise, tips and tools with developers from Europe and all over the World.



Featuring more than **50 sessions and 10 master classes** lead by top quality speakers, Lyon GDC will meet the information and education needs of developers in Europe. Connection Events is the proud co-organiser of Lyon GDC with CMP Technology.

Will Lyon GDC replace Game Connection Lyon?

Not at all! The two events will complement each other. Game Connection is very business focused and attracts mostly managers and business development professionals. GDC is technically focused and aims at providing expertise and experience to the technical professionals doing the hands-on work of development. By featuring Lyon GDC and Game Connection in one place, attendees will access enhanced networking by interacting with both GDC speakers and Game Connection dealmakers.

Why is Connection Events organizing Lyon GDC?

The reason is simple: with six years of Game Connection behind us, we have developed a true expertise in bringing events to the videogame industry. We are always looking for better ways to serve the game community and there was a real need for an event providing European industry professionals with an opportunity to share their expertise and tremendous talent with their peers.

Will a single ticket give access to both events?

The two events are taking place the same week, both at Le Centre de Congrès, but don't share the same objectives and mostly don't target the same audience. Participants who wish to attend both events will need to buy two separate passes but will benefit from a substantial discount. [Click here](#) for details.

Register now for Lyon GDC on our newly launched Website at: www.lyongdc.com

The Call for Papers Ends Tomorrow!

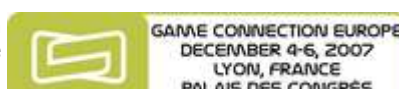
You have innovative ideas? You have experience or issues to share? We want to hear from you! You have only **one more day to submit your session proposal** for Lyon GDC. What are you waiting for? Speak at Lyon GDC and position yourself as a pioneer of the game industry.

Deadline to submit proposals: September 28, 2007.

[Click here](#) to learn more

Not Registered for Game Connection Europe Yet?

There is only two weeks left to register as an exhibitor to Game Connection Europe! Join the numerous sellers and buyers who have already registered



for the Game Connection taking place **December 4-6**, at **Le Centre de Congrès in Lyon**, including: *Activision, Capcom, Microsoft, Lucas Arts, Sega, THQ, Ubisoft, Vivendi Games, etc.*

Exhibitor Deadline: **October 12. Register Now!**

Hot New Programs This Fall!

Our main objective: Give every company, big or small, old or new, the opportunity to **develop its network** and **do better business** on a global scale. In order to achieve this goal, Game Connection is launching **two exciting new programs**.



Level Up Program

Wanted: Innovative new companies!

The Level Up program is especially designed to help new developers and service providers with big ambition but small means to move to the next level. You could be **one of the five selected companies** to get **free access** (a value of € 3,000) to the Game Connection Europe, and the opportunity to present your game or service to the greatest buyers including: *Activision, Microsoft, Sega, Ubisoft, and Vivendi Games*. The main selection criterion: **Innovation**. Do you fit the bill? Then click here to learn if your company is eligible and to apply online.

Deadline to enter: October 1, 2007. There is only a few days left, apply now!

Referral Bonus Program

If you have attended a previous Game Connection, loved it and still wonder why every company isn't part yet of the best business marketplace in the industry, we have a new program for you! With the Referral Bonus Program, companies who have previously attended the Game Connection and who **refer new companies** to us benefit from a **substantial discount** (Exhibitors 200 €, Buyers 50€) on their registration. Even better, the **referred company also gets the same discount!**

To find out how to participate, [click here](#).

Hello Tokyo!

Game Connection was at the **Tokyo Game Show** last week for its second Asian edition!

A total of 43 buyers and 29 sellers enjoyed this opportunity to **meet new business partners** and **network** in good company. Game Connection was the biggest overseas presence at the Tokyo Game Show.



This is Your Newsletter!

We want this newsletter to become Game Connection participants' main source for game business and Game Connection news. You have recently closed a deal thanks to Game Connection? You want to let us know about the exciting project you will present at the next Game Connection? You have news of great interest to your fellow Game Connection members? Sent it to us and **gain access to 8000 videogame professionals**.

Contact press@game-connection.com
Maximum 350 Characters, space included.
Next Deadline: October 31, 2007

Biz Tip of the Month

"Don't be afraid of being an independent developer and trust your passion. It gives you much more freedom to take creative risk and make games that bring novelty to the industry. Of course, it requires an incredible amount of courage and drive. Is it worth it? I believe so."

Raphael Colantonio,
CEO and Creative Director, Arkane Studios

You have a **business tip** to share? **Send it** to us. You could be our next Biz tip of the Month!

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