

SPONSOR MIGS16

Montreal International Game Summit NOVEMBER 13-14-15, 2016

Palais des congrès de Montréal
QC (CANADA)
migs16.com

**YOUR BRAND IN FRONT OF 2500+ INDUSTRY PROFESSIONALS
LOOKING FOR NEW SERVICES AND PRODUCTS**

In this presentation

- What is the Montreal international games summit?
- Sponsor the content program
- Sponsor the business lounge
- Sponsor the meeting application
- Sponsor the networking opportunities
- Show guide visibility
- Onsite visibility
- Buy sponsorship/ask questions

What is the Montreal International Games Summit and why sponsor?

MIGS16 is the largest technical event for the games industry on the north east coast of America – attracting 3000+ local and international developers, publishers, distributors, investors and service providers looking to learn, network and do business.

Why sponsor?

Get your brand in front of renowned industry experts looking to find new products and services to help them achieve their business goals.

- **400+** industry decision-makers
- **200+** foreign attendees
- **17 +** countries
- **50+** publishers
- **150+** service providers
- **125+** developers

Some of last year's partners...



Sponsor the content program



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Sponsor the content program

SPONSOR THE TRACKS (6 AVAILABLE)

- Get ongoing visibility throughout the entire event to all MIGS sessions' attendees
- Brand the room to your company's colours
- Get extra visibility in the printed program

\$CAD 5,000 per track

SPONSORED SESSION (8 OUT OF 12 LEFT)

- Pitch your product to targeted users
- Position yourself as a leader in your field
- Get extra visibility in the printed program

\$CAD 3,000 per track



Sponsor the Business Lounge



MIGS16 13-14-15 novembre 2016
MONTREAL (QC, CANADA)

Sponsor MIGS Business Lounge

The MIGS business lounge enables developers, investors, publishers and distributors to find new partners and service providers via 1-on-1 meetings organised via the MIGS meeting application.

Why sponsor the Business Lounge?

- Meet new partners, reconnect with industry peers and seek new development deals, conclude outsourcing contracts + publishing deals
- Get your brand in front of 3000 professionals looking for products/services to help them succeed



Exclusive sponsorship of the Business Lounge

CATCH 'EM ALL!

You'll be the only sponsor of the business lounge – no other company will have this visibility in the business lounge area.

The exclusive sponsorship comes with:

- Branded Business Lounge (Banners and signage with your colours).
- Double mini booth (8x16) to meet with your clients and future partners.
- 4 Business Passes and 10 expo passes for your customers and partners.
- Breakfast on Monday and Tuesday November 14th and 15th.

\$CAD 15,000



Sponsor the Business Lounge lunches (2 available)

Earn your partners' trust with food!

- Select your date (November 14th or 15th) and choose from a selection of meals with our exclusive caterer.
- Meet all of the Business Lounge attendees during a peak time: lunch!
- **Included** - napkins branded with your logo.

\$CAD 5,000 per business lounge breakfast



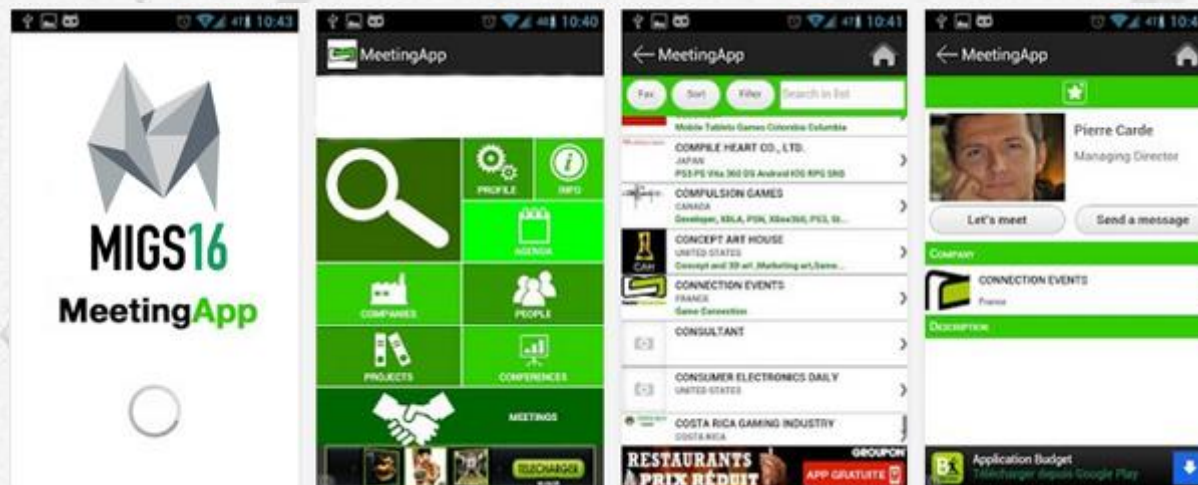
Sponsor the Meeting Application



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Sponsor the Meeting Application

- Get your brand across to business targeted players of the industry.
- Your brand in front of every single business lounge attendee (real buyers looking for your services) for 1 whole month before the event.
- The meeting application is used by nearly every day by every business lounge attendee for 4 weeks before the event.
- As a result this is the perfect complement to a business lounge table – get more meetings with potential clients.



Sponsor the Meeting Application

SPONSORED EMAIL FOOTER AND 1 SPONSORED EMAIL (EXCLUSIVE)

- Get your message across to industry decision-makers.
- Maximise your outreach potential and brand awareness to over 400 users!

\$CAD 7,500

YOUR BRAND SPLASHED ALL OVER THE MEETING APP

- Choose your own visual for this meeting application reskin – for 4 whole weeks.

\$CAD 5,000 – SOLD OUT

Meeting Application Ad Banner

YOUR BRAND IN THE ROTATING BANNER IN THE MEETING APP (10 AVAILABLE)

- Design your own visual for the meeting application rotating ad banner.
- For the whole month before the event your brand will be in front of all business lounge attendees as they organise their meetings.
- Of course this option is not exclusive, so you won't be visible all the time – the banner rotates with the 9 other sponsors. With 400+ users for the month leading up to the event, this is a great way to keep your company front of mind of prospects whilst they are organising their meetings.

Sponsor the networking opportunities



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Grab a drink with us!

KICK-OFF COCKTAIL FOR BUYERS AND SPEAKERS

NOVEMBER 13th (3 sponsors)

- Grab a drink with MIGS VIP guests & connect with potential clients/partners.
- Invite some of your clients to solidify your professional relationships.
- Enjoy a sophisticated venue in a laid-back atmosphere – perfect for networking!
- Includes **2 Business Passes**

\$CAD 3,000 each

OFFICIAL VIP COCKTAIL - NOVEMBER 14th

1 main (AVAILABLE) & 1 secondary (SOLD)

- Get the chance to meet economical, political and industry leaders from here and abroad.
- Branded room & specialty cocktails, video projection is possible.
- Personalized invitations sent on your behalf.
- Includes **10 business Passes** (main) & **5 Business Passes** (Secondary)

\$CAD 20,000 - main

\$CAD 15,000 - secondary



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Sponsor networking opportunities

OFFICIAL EXCLUSIVE AFTER-PARTY WITH LIVE BAND & DJs

- Grab drinks with the 3000+ MIGS participants at our unannounced venue.
- Snack on finger foods and get your last bit of networking done during the night
- Enjoy this night off to relax in the beautiful city of Montreal and celebrate with us the wrap-up of the 13th edition of MIGS.

\$CAD 20,000



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Sponsor networking opportunities

Happy Hour / End of the day booth crawl (2 AVAILABLE)

- The opportunity to sponsor both booth crawls on the day of your choice (November 14th or 15th)
- Get special recognition/extra traffic at your booth as the identified Booth Crawl presenter.
- Booth Crawl announcements/promotions, emails, social medias etc.

\$CAD 5,000 per happy hour



Sponsor networking opportunities

SPONSORED COFFEE BREAKS (4 AVAILABLE)

- Coffee and pastries provided on your booth at MIGS.
- Statement of thanks in the keynote session before the sponsored coffee break
- Appropriate signage to identify the coffee break in the Expo Zone

\$CAD 3,000 per coffee break

SPONSORED LUNCH WITH SPEAKING OPPORTUNITY (2 AVAILABLE)

- Lunch provided - Choose from a selection of meals with our exclusive caterer.
- Address in a 5-10 minutes speech all of the Business Lounge attendees during the peak time that is lunch.

\$CAD 5,000 per sponsored lunch

Showguide visibility

Printed sponsorship opportunities



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

Your company in the hands of all 3000 attendees

Your company could be showcased in the show guide that every single attendee (3000+) will receive and take home with them.

2nd, 3rd or back cover– **CAD \$3,000**

Full page ad in show program– **CAD \$2,000**

- Showcase your brand, products and services to the participating attendees and invite them over at your booth!
- Get extra printed visibility over other sponsors of the event.



On-site visibility

*Production not included



13-14-15 novembre 2016
MIGS16 MONTREAL (QC, CANADA)

On-site sponsorship opportunities

OFFICIAL BAG SPONSOR (EXCLUSIVE)
\$CAD 5,000

INSERT IN THE BAG
\$CAD 1,500

- Get ongoing visibility throughout the entire event to all MIGS 3000+ attendees
- Make your brand shine and get extra visibility in the take-home totes attendees use to carry their program and other goodies on-site.



On-site sponsorship opportunities

LANYARD (EXCLUSIVE)
\$CAD 7,000

MIGS T-SHIRT (EXCLUSIVE)
\$CAD 3,000

**REUSABLE WATER BOTTLES
(EXCLUSIVE)**
\$CAD 5,000



- Benefit from ongoing visibility throughout the entire event to all MIGS 3000+ attendees.
- Get through to the attendees with cool take-away gifts!

On-site sponsorship opportunities

Logo on all MIGS passes (EXCLUSIVE)

- Be the exclusive sponsor of the MIGS badges – to be worn by all 3000+ attendees and will be the access to most networking parties

\$CAD 7,000



**FOR ANY QUESTIONS AND/OR TO PURCHASE
YOUR MIGS16 SPONSORSHIP CONTACT:**

SERGE LANDRY

slandry@connection-events.com

+1 (438) 862-4585

SEE YOU AT MIGS16



MIGS16 13-14-15 novembre 2016
MONTREAL (QC, CANADA)