



# MIGS17

14<sup>th</sup> EDITION



Full sponsorship list



# Summary

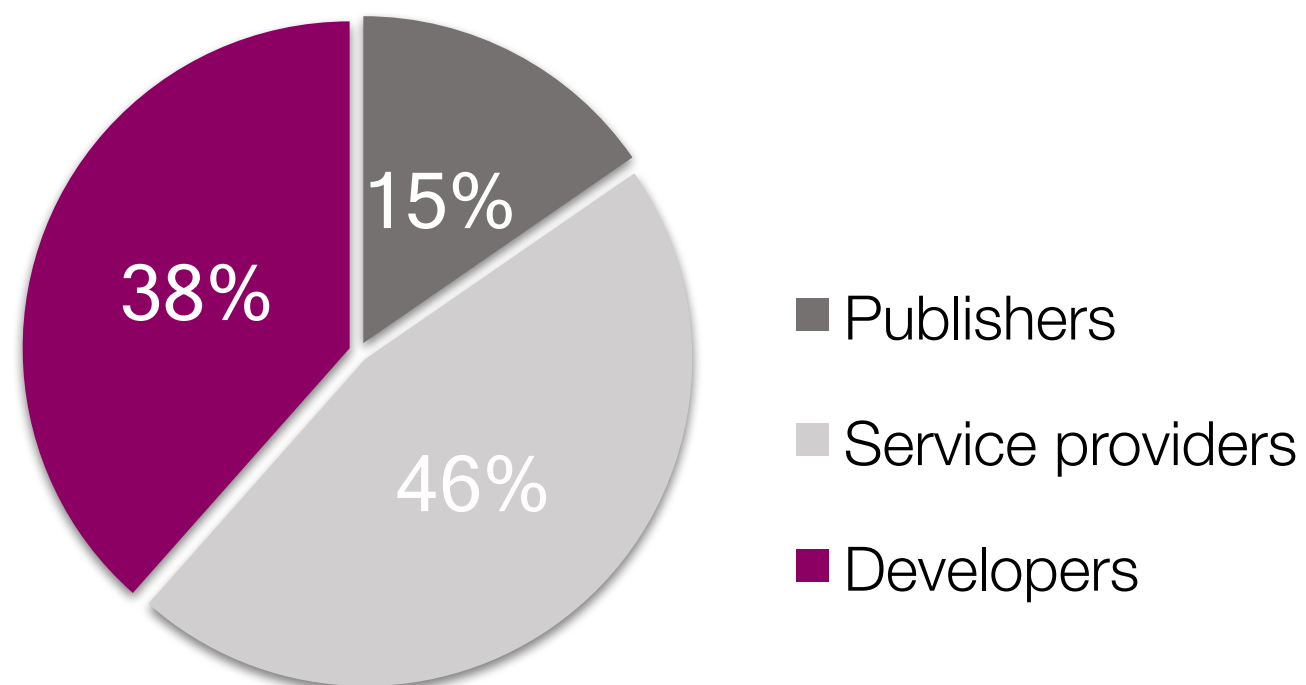
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# What is Montreal International Games Summit and why exhibit?

**MIGS17** (the 14th edition) is the largest technical event for the games industry on the north east coast of America - attracting 3,000+ 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.



# MIGS 16, a success!



2600+ attendees



430+ business lounge attendees



730+ companies



90+ sessions and live demos



70+ international buyers



20+ countries represented



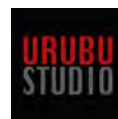
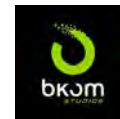
90+ exhibitors and sponsors



90 journalists



# Some of last year's partners



Sponsor  
the content program





# Sponsor the tracks

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

\$CAD 4,000 per track





# Sponsored session

- Pitch your product to targeted users
- Position yourself as a leader in your field
- Get extra visibility in the printed program
- 10 available
- NEW Sponsored sessions are open to all MIGS17 attendees including Expo pass attendees

\$CAD 3,500 per track





# Sponsor the Business Lounge





# 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 organized 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 500+ decision makers looking for product/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).
- Mini booth (8x8) to meet with your clients and future partners
- Breakfast provided to attendees of the Business Lounge on Tuesday December 12th and Wednesday 13th on your behalf.

**\$CAD 15,000**



# Sponsor the Business Lounge lunches

Earn your partner's trust with food!

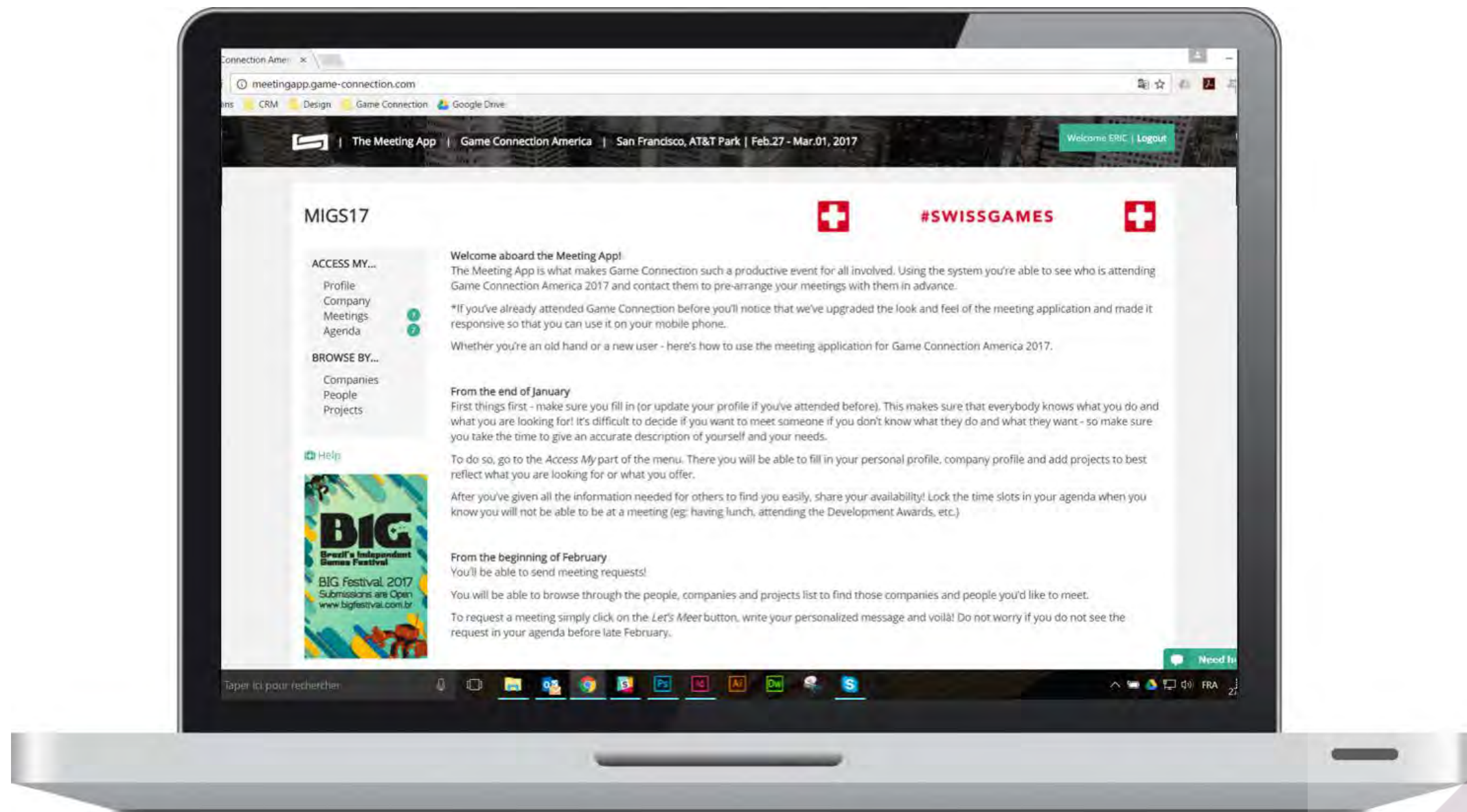
- Select your date (December 12<sup>th</sup> or 13<sup>th</sup>) and choose from a selection of meals with our exclusive caterer.
- Meet all of the Business Lounge attendees during a peak time: lunch !
- Included - napkins branded with your logo
- 2 available

**\$CAD 6,000  
per business lounge lunch**



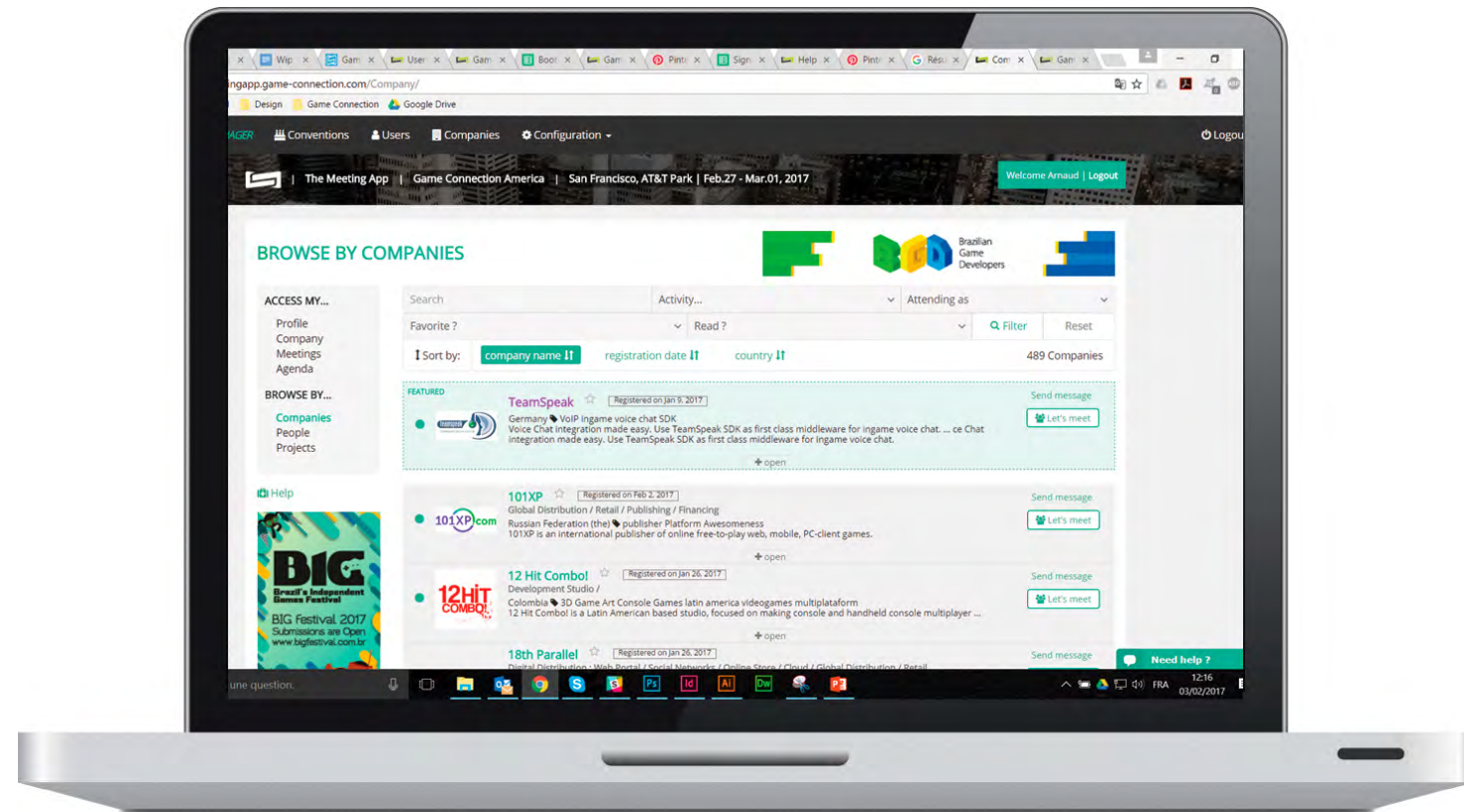


# Sponsor the Meeting Application



# Sponsor the Meeting Application

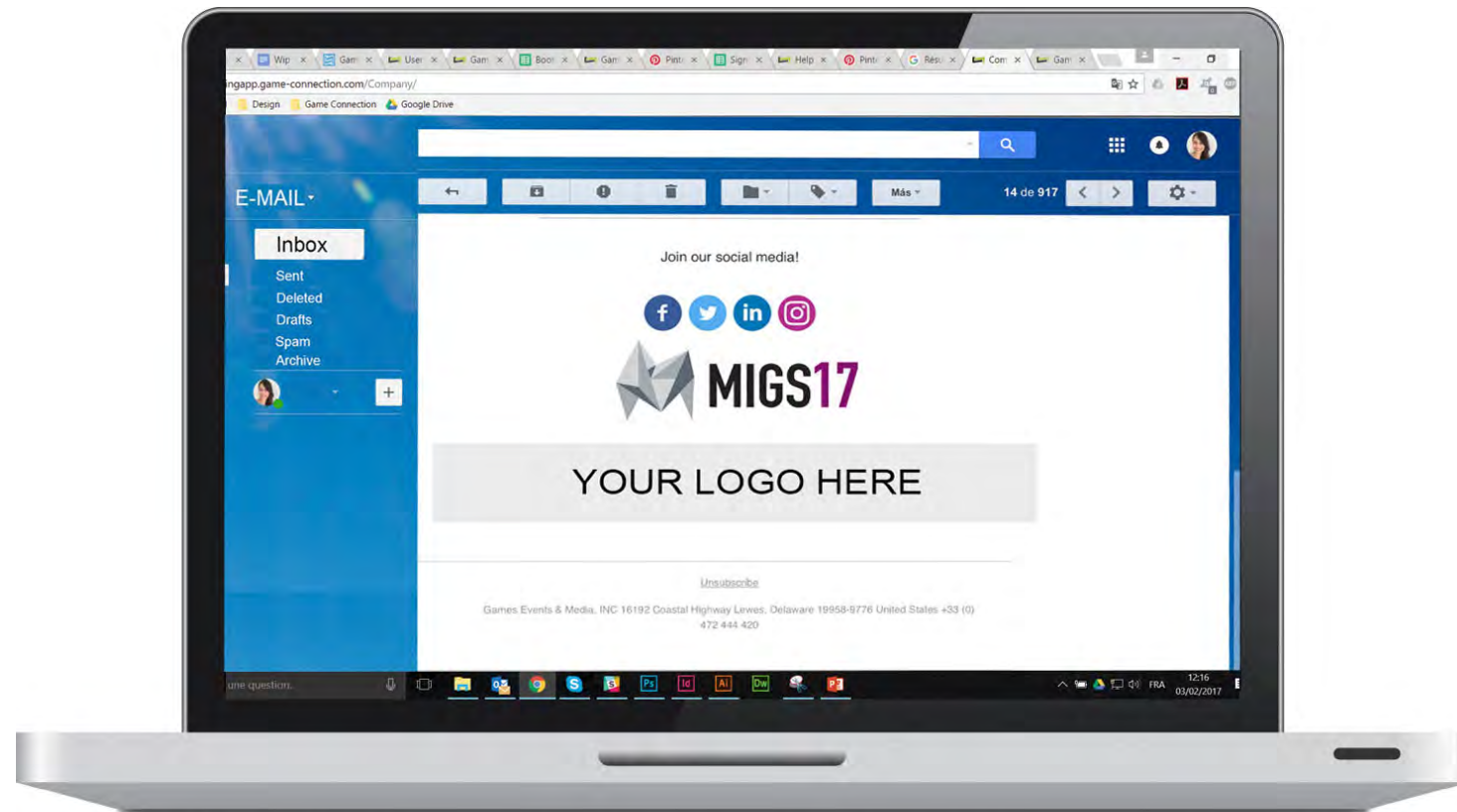
- Get your brand across to business targeted players of the industry.
- Your brand in front of every single business lounge attendee (real buyers looking for your services) for 1 whole month before the event.
- The meeting application is used by nearly every day by every business lounge attendee for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





# Sponsored Email footer and 1 sponsored mail

- Get your message across to industry decision-makers
- Maximise your outreach potential and brand awareness to over 500+ users!
- Exclusive



\$CAD 6,000

# Your brand splashed all over the meeting app

- Choose your own visual for this meeting application resin - for 4 whole weeks



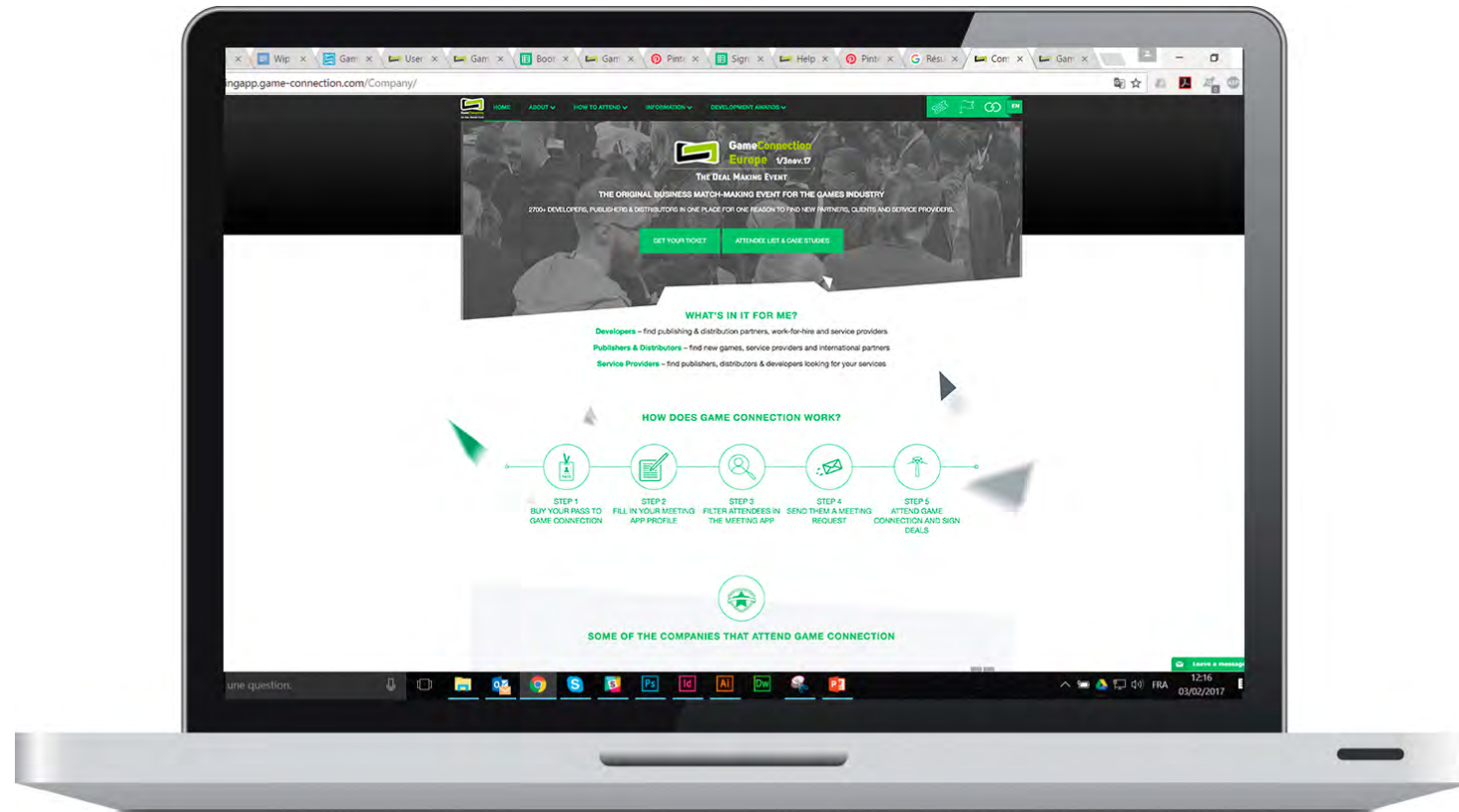
\$CAD 5,000



# Meeting Application ad Banner

Your brand in the rotating banner in the  
Meeting App

- 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 organize their meetings.
- Of course this option is not exclusive, so you won't be visible all the time - the banner rotates with 9 other sponsors. With 500+ 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 organizing their meetings.
- 10 available



\$CAD 1,000 each

# Sponsor the Networking Opportunities

Grab a drink with us!





# Kick-off cocktail

Kick-off cocktail for buyers and speakers  
December 11<sup>th</sup>

- 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!
- 4 sponsors

\$CAD 3,000 each





# Official VIP cocktail cocktail

Official VIP cocktail December 12<sup>th</sup>

- Get a 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.
- 1 main & 1 secondary

\$CAD 20,000 - main  
\$CAD 10,000 - secondary





# Sponsor networking opportunities

Official exclusive after-party with live band  
@ DJs

- Grab drinks with 1,000+ 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 14<sup>th</sup> edition of MIGS.

\$CAD 25,000 each





# Sponsor networking opportunities

## Happy Hour / End of the day booth crawl

- The opportunity to sponsor one of the booth crawls on the day of your choice (December 11<sup>th</sup> or 12<sup>th</sup>).
- Get special recognition/extra traffic at your booth as the identified Booth Crawl presenter.
- Booth Crawl announcements/promotions, emails, social medias etc.
- Includes all drinks and services to the attendees at a bar beside your booth for 2 hours
- 4 available

\$CAD 5,000 per happy hour





# Sponsored coffee breaks

- Coffee and pastries provided on your booth for attendees for 30 min.
- Statement of thanks in the keynote session before the sponsored coffee break.
- Appropriate signage to identify the coffee break in the Expo Zone
- 5 available

\$CAD 2,500 per coffee breaks





# Sponsored keynote lunch with speaking opportunity

- Lunch provided for up to 400 attendees - choose from a selection of meals and wine with our exclusive caterers.
- Do an exclusive 10 min speech to up to 400 selected attendees.
- 2 available



\$CAD 10,000 per sponsored lunch



# Showguide visibility

Printed sponsorship opportunities



# Your company in the hands of all 3,000 attendees

Your company could be showcased in the show guide that every single attendee (3,000+) will receive and take home with them.

2nd, 3rd CAD \$4,000 or back cover CAD \$5,000

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





# On-site sponsorship opportunities

Official tote bag sponsor (exclusive)

**\$CAD 7,500**

Insert in the bag

**\$CAD 1,000**

- Get ongoing visibility throughout the entire event to all MIGS 3,000+ 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

Lanyards (exclusive)

**\$CAD 7,500**

MIGS t-shirt (exclusive)

**\$CAD 6,000**

Reusable water bottles (exclusive)

**\$CAD 6,000**

Official scarf (exclusive)

**\$CAD 6,000**

- Benefit from ongoing visibility throughout the entire event to all MIGS 3,000+ attendees.
- Get through to the attendees with cool take-away gifts.

(Design and production cost to be approved and agreed by the sponsor and assumed by the sponsor)



# Logo on all MIGS passes

- Be the exclusive sponsor of the MIGS badges - to be worn by all 3,000+ attendees and will be the access to most networking parties.
- Exclusive



\$CAD 7,500



# Exclusive sponsorship of the Indie Zone

Support the emerging studios!

You'll be the exclusive sponsor of the Indie Zone showcasing up to 80 Independent projects from studios of Quebec, Canada and abroad.

The exclusive sponsorship comes with:

- Identification of the Indie Zone with your logo on the Expo Map
- Ceiling Banner identifying the Indie Zone with your logo
- Mention of the sponsor in all the communications related to the Indie Zone
- Your logo on all Indie POD visuals
- One 10ft x 10ft standard booth at the entrance of the Indie Zone with 2 Business passes, 1 conference pass and 20 expo passes.

**\$CAD 10,000**





# Sponsor the Digital Wall at the Expo entrance

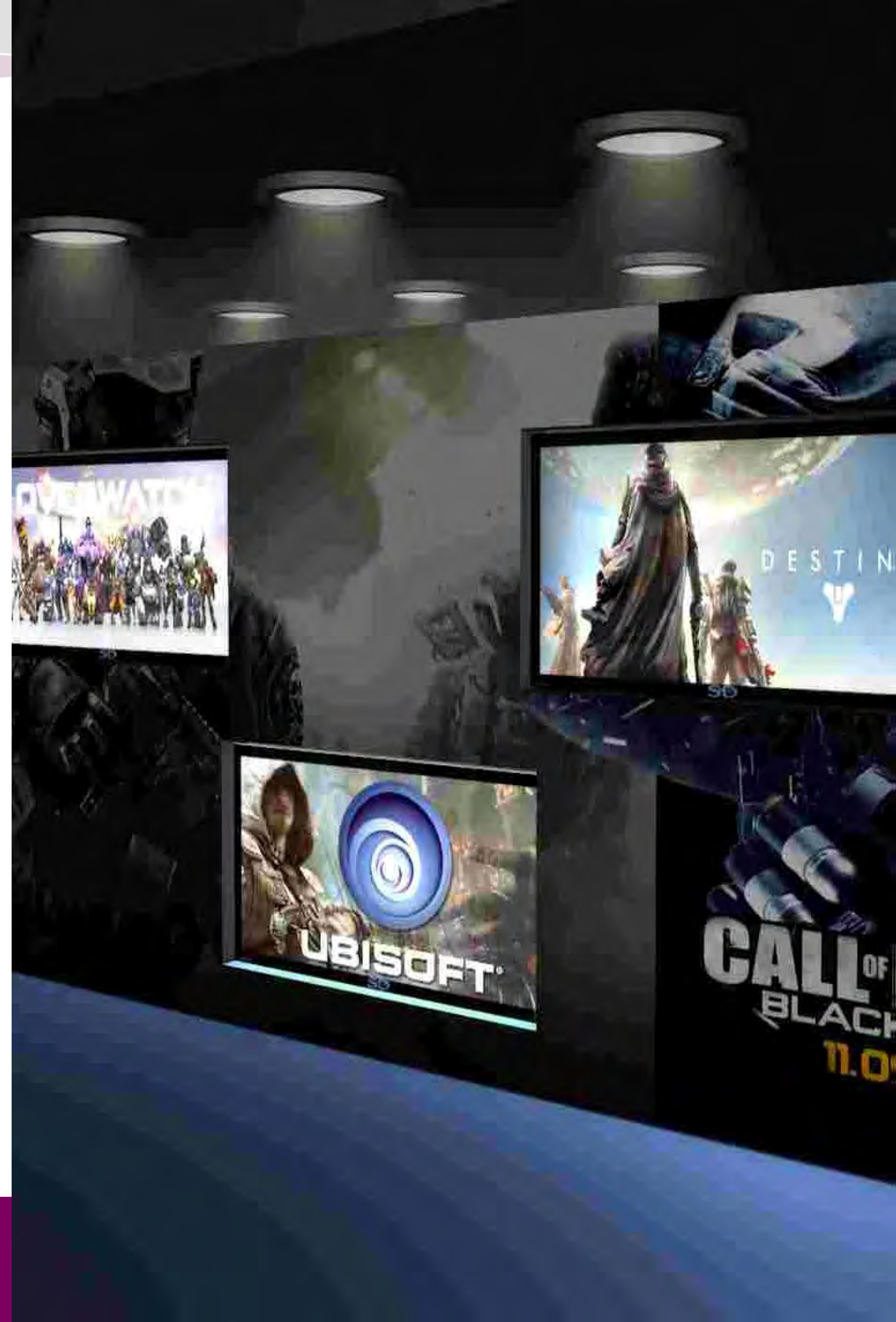
Get exclusive visibility for everybody to see!

You'll be the exclusive sponsor of the printed and digital wall at the Expo Entrance.

The exclusive sponsorship comes with:

- Wall with vinyl imprint and six 50in LED screens – total size 32ft wide x 8 ft high
- Print as per your design
- Your 1min video reel screened between every loop of MIGS promo video
- Your logo on the Expo MAP
- One 10ft x 10ft standard booth at the entrance of the Expo with 2 Business passes, 1 conference pass and 20 expo passes.

**\$CAD 15,000**





# Sponsor the Main Triangle screen hanging in the middle of the Expo

Get prime visibility in the center of the Expo

You'll be the exclusive sponsor of the hanging triangle with projections on each sides and colored beams hovering from beneath

The exclusive sponsorship comes with:

- Banner at the bottom of the screens with your logo and rotating message as per your design
- Each of the three screens are 16ft x 9ft
- Your logo on the Expo Map
- One 10ft x 10ft standard booth in the middle of Expo underneath the screens with 2 Business passe, 1 conference pass and 20 expo passes.

**\$CAD 25,000**



# Contact us



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Are you from **Canada** or  
interested in a special  
sponsorship at MIGS?

Contact Serge or Marie G. from  
our Montreal team!



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Are you from **Asia** or **USA**?  
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