



NLGD FESTIVAL OF GAMES

Global Play, Play Global!

Date: June 6 to 14 2009

Place: Media Plaza Utrecht

Festival of Games 2009—Global Play, Play Global!

The Festival of Games is one of the largest professional game festivals in Europe, it sets the stage for the fast growing European game development market. The Festival of Games consists of a main thought leader conference, workshops, and professional expo with a career fair. These events are a platform and a meeting point for the European games community:

NLGD Conference (June 10-12 2009)

The NLGD Game Conference connects game pioneers from Europe and the rest of the world to share insights, vision and illuminate the growing importance of games in the world. This year's Conference central theme is "Global Play, Play Global". The world is your playground. There are a few basic things that join people from all over the world. Playing is one of them. The 3-day conference will bring you inspiration, valuable knowledge and most of all a great new network of likeminded people to shape the future of games.

NLGD Business Fair (June 10-12 2009)

During the conference there will be a business fair with several events: NLGD Expo Lounge, NLGD Pitch & Match, NLGD Control Career fair, NLGD Project Fair and NLGD Industry Party. These events are geared towards networking, networking, networking while closing a deal.

Other Events

NLGD Game Development Rally – Young creative talents developing games for a good cause. The winner takes home over €20.000 in prizes. *NLGD Urban Game* – Every visitor can, and will, turn our host town Utrecht into a global playground. *NLGD Play* – Europe's hottest game music event. Several other events and summits are hosted throughout the week: *VIMS 2009*, *Game Design Workshops*, *Music@Games*, *Film@Games*.

Do not miss Europe's largest game creation festival, visit www.festivalofgames.org for more information on how to attend.

FESTIVAL OF GAMES

NLGD Festival of Games
Drieharingstraat 6-8
3500 AV Utrecht, Netherlands

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Business fair 2009

Date: june 10,11 & 12 2009

Place: Media Plaza Utrecht

The Business Fair 2009

The Business Fair is the place where top European developers, publishers and investors present themselves and their products. The business fair has four events:

NLGD Expo Lounge (june 11 & 12):

Show your goods, meet your peers and do business.

NLGD Pitch & Match (june 11 & 12):

International publishers and investors meet Fresh European IP. Thirty minute meetings for developers looking for a deal with publishers, investors, large brands and their media agencies.

NLGD Control Career Fair (june 10) :

New careers start here! The best jobs and best companies for the most talented.

NLGD Project Fair (june 10):

Experience creative ideas from some of Europe's best game and art schools

All visitors of the Expo Lounge and Pitch & Match as well as visitors of the conference are invited to the NLGD Industry party on june 11.



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Business Fair standard options and prices:

Exhibit Pack - €2.250 excl.VAT for two days

- Expo booth [appr. 10m2];
- Company profile in Festival of Games Guide (1/8 page)
- Insert in goodie bag or leaflet in festival guide;
- 5 Business Fair tickets.

Meeting Room Pack — €3.000 excl. VAT for two days

- Meeting room [appr. 5m2], table and a four chairs
- Company profile in Festival of Games Guide (1/8 page);
- Invite your business partners for private meetings
- 2 Business Fair tickets.

Pitch & Match Meeting Room Pack — €1.000 excl. VAT per day

- Meeting room [appr. 5m2], table and a four chairs;
- Company profile in Festival of Games Guide (1/8 page);
- NLGD books your meetings with potential business partners
- 2 Business Fair tickets.

Pitch & Match vouchers- €400,- excl. VAT

- 4 pitch vouchers, for 4 x 30 min. meetings (each) with potential business partners
- Company profile in Festival of Games Guide (1/8 page);

Pre event exposure (comes with all packages)

- Logo on the expo exhibitor section of the NLGD website;
- Short company description on the expo exhibitor section of the NLGD Website.

Buy multiple packages for more time, or get additional pitch vouchers (€100,- per voucher) for additional meetings. Contact Fedor van Herpen for more Information.

Visit www.festivalofgames.org to reserve your spot now.

Venue Information

The 2009 NLGD Festival of Games Expo Lounge will be held in the Polar room in the Media Plaza in Utrecht. The Media Plaza is a conference center that is part of the Jaarbeurs complex. It consists of 16 conference rooms of which the Polar room is the largest; the Polar room is part of the new area of Media Plaza, which opened on October 1, 2008.

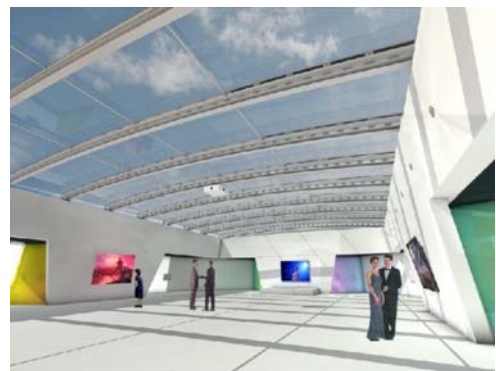
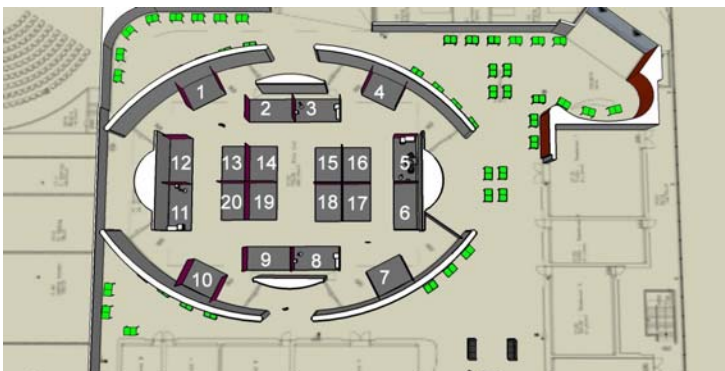
The center is conveniently located near Utrecht Central Station and the NH Utrecht Hotel. There are various (paid) parking areas within 5 minutes walking distance of the venue.

For more information on the venue, please check:

www.jaarbeursutrecht.nl

For more information on the Expo please check:

www.festivalofgames.nl



* floorplan is subject to change



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Festival of Games 2009 | Pitch and Match

What is Pitch & Match?

Pitch & Match is an unique speed dating event for business-focused game makers. It is a one-stop shop to meet face to face dozens of targeted potential partners involved in all stages of the production pipeline, from the concept to the outsourcing, publishing, distribution and financing, in back-to-back 30-minute meetings.

Who will be there?

- Publishers want to meet creative game developers to discover new innovative game concepts.
- License holders search for deals with publishers to discover new markets and to find support for marketing and distribution.
- Big brands focus on publishers and media agencies; these brands are eager to get in touch with creative game concepts.
- Free-to-Play portals meet publishers.
- "Old" media does business with game publishers: newspapers, TV and magazine publishers are searching for (online) games for promotional purposes to increase revenue.
..... or create your own *Match*

How does it work?

Before the event, all attendees register online for either a meeting room or pitch vouchers. Three weeks before the event attendees can review the attendee directory (published on May 22, 2009 on the website).

Starting from May 27, 2009 voucher holders can send meeting requests. The NLGD schedules the meetings. One day before the event the schedules will be announced to the involved parties only. During the event, the Pitch & Match meetings take place a closed booth.

How much does it cost?

Pitch & Match is available starting from €400,- excl V.A.T. with which you will be given the chance to speak to at least 4 companies! Extra vouchers are available for €100,- excl V.A.T. each.

Or book your own conference room for €1000,- excl V.A.T. per day. The Festival van Games takes care of your agenda for you. This way you can meet the companies that can't wait to pitch their ideas! Need a second conference day for more *fresh IP*? Book the conference room for two consecutive days.

How can I register?

[Reserve your vouchers or meeting room now at www.festivalofgames.org!](http://www.festivalofgames.org)

For more information or special requests, email Fedor van Herpen at fedor@nlgd.nl or call +31 (0)6 33 22 3360.



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Facts & Figures 2008

Number of visitors : 1.500
 Origin of those visitors : The Netherlands, Germany, UK, Japan, USA, Denmark, Belgium, India
 Number of exhibitors : 24
 Kind of exhibitors : Publishers, developers (serious, entertainment adver- and mobile gaming), magazines, sound designers, outsourcing companies.



E-SPORTBOND NL



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