

SEPT 14-18, 2020

POCKET GAMER  
CONNECTS  
HELSINKI  
The Global Mobile Games Industry Conference



DIGITAL

INCLUDING  
PARTNER  
EVENT

BLOCK  
CHAIN  
GAMER  
LIVE  
DIGITAL

**Bringing the very best of Pocket Gamer Connects into digital form**

Learn from leading global experts, connect with developers, publishers, investors, tool-makers, monetisation companies and more – all without leaving the home or office!





The Global Mobile Games Industry Conference

INCLUDING  
PARTNER  
EVENT



## DISTILLING THE SPIRIT OF THE POCKET GAMER CONNECTS HELSINKI CONFERENCES INTO DIGITAL FORM

The coronavirus (COVID-19) may still be causing disruption in the live conference industry, but the need to connect with our peers and prospective partners remains, as essential as ever.

In our continuing mission to serve the games industry, Steel Media has been hosting what we believe is a solution in the form of PG Connects Digital events. We've completed two so far: conferences taking place entirely online, facilitating business connections and information sharing without the need to travel.

We've been hosting Pocket Gamer Connects conferences in Helsinki for many years now, but unfortunately the global situation in 2020 has prompted us to take this conference online in September too, making this our third such digital event.

Don't worry! We can't replace *all* of the benefits of a live conference, but the event will distil as much of the content and spirit as we can from our traditional Helsinki events you have come to know and love over the last few years.

That means expert talks and panels, a new meeting platform (we're using MeetToMatch now, with built-in video

conferencing), digital versions of Big Indie Pitches and fringe events like Investor Connector, and a few more surprises too.

We're also running our partner event, Blockchain Gamer LIVE! Digital at the same time. With six tracks about the distributed tech that has the potential to disrupt the games industry, it's the perfect addition for the blockchain curious. Attendees to each event will have full access to the other.

We're expecting over 1500 attendees to take part over the week from across the world, meaning whichever event is your focus, you'll encounter the same mix of developers, publishers, tool-makers, monetisation experts and investors, as at our biggest live events. Indeed we'd expect even more diversity, as those who may not typically travel can join in. Rest assured we'll do what we can to foreground and celebrate the best of Finland as we traditionally do at this time of year.

We'll be broadcasting and recording conference content, with talks from over 230 speakers across 21 themed tracks. Suffice to say, there are multiple sponsorship opportunities, from branding to tracks, and many other ways to get involved.



## WHY PG CONNECTS?

More than 26,000 industry professionals have attended our live international conference series since 2014. Since then, the roadshow has landed in the UK, Canada, USA, Finland, Hong Kong, Jordan and India as well as our online series. The client base is genuinely international; 68 different countries were represented at PGC Digital #2 alone.

And because Steel Media owns and operates the leading media in this space, including PocketGamer.com, PocketGamer.biz and also PCGamesInsider.biz, we already have an extensive online presence reaching over 150,000 engaged professionals each month.



## TRACKS INCLUDE...

### POCKET GAMER CONNECTS HELSINKI DIGITAL TRACKS



#### THE GROWTH TRACK

Essential insight into user acquisition, retention techniques, and how to grow your game.



#### THE DEVELOPER TOOLKIT

Everything a growing developer needs: essential, practical advice about all aspects of making games.



#### GLOBAL TRENDS

From East to West: facts, figures and insight into the latest industry trends from all over the globe.



#### GAME MAKER INSIGHTS

Case studies from the front line, on game design, audio, character/UX design, narrative, and more.



#### LIVE OPS LANDSCAPE

A track dedicated to explaining and improving your approach to live ops, the core of the modern games world.



#### BIG SCREEN GAMING

Beyond mobile: developing and publishing for PC, console, XR, esports, cloud gaming and more.



#### MONETISER

Make the most of mobile advertising, IAPs and other monetisation opportunities in this focused track.



#### INDUSTRY VISIONS & VALUES

Grab the lowdown on sustainable game development through good practice and company culture.



#### INCREDIBLE INDIES

How to survive and thrive as a smaller studio in today's highly competitive games development landscape.



#### ESPORTS + INFLUENCERS

Unbeatable insight into the opportunities in competitive gaming. Plus hear first-hand from the personalities and agencies that are changing the media world.



#### SHOW ME THE MONEY

Get the practical insight on securing the funding that will make a difference.



#### FINLAND'S FINEST

Facts, figures and insight into the latest & hottest industry trends from Finland and beyond.



#### HYPERCASUAL + SOCIAL GAMES

One-click games are growing and social platforms offer wider distribution – find out how to take advantage.



#### BEYOND GAMES

Where games intersect with the worlds of films, TV, comics, music, books, pop culture and more...



#### THE ART OF PUBLISHING

Publishing is core to the games business: we explore how best to work with publishers to get your game to market.

### BLOCKCHAIN GAMER LIVE! DIGITAL TRACKS



#### BLOCKCHAIN BASICS

Your introduction to the key concepts, advantages and challenges of blockchain starts here.



#### BLOCKCHAIN TRENDS

Now and next - the issues and ideas shaping the blockchain games industry today and tomorrow.



#### NFT KNOW-HOW

Everything you need to know (and plenty you didn't even imagine) about digital item sales.



#### BLOCKCHAIN GAME DESIGN

Tips, tricks, opportunities and challenges in making games that take advantage of the blockchain.



#### GAME DEVELOPER STORIES

Leading developers share their "making of" stories about creating and running top blockchain titles.



#### SHOW ME THE MONEY

Investment trends, innovative models... how and where to raise cash in these challenging times!

## PACKAGE OPTIONS

1 ONLY



### PROMINENT LOGO / LINK PLACEMENT BRANDING ACROSS ALL SHARED PROMOTIONS:

- Event website, EventBrite page, mailshots and relevant content on PocketGamer.biz

### DEDICATED PROMOTIONS & LEAD GENERATION:

- 1x Diamond sponsor announcement news short on PocketGamer.biz
- 1x speaker spotlight article on PocketGamer.biz
- 1x week site-takeover on PocketGamer.biz
- 1x dedicated mailshot to all PGC Digital delegates (post event)
- 4x dedicated social pushes to our followers
- Post event access to delegate details (explicit opt-in only)
- Post event access to blind list of all delegates

### SPEAKERSHIP & VIDEO:

- Extended talk/session (up to 1 hour) or 3 solo speaker slots on suitable tracks
- 1x panel seat on suitable track
- All talks are recorded live and made available to ticket holders the same week
- All talks will be professionally edited and published to our social channels (6-8 weeks post event)

### NETWORKING:

- Dedicated named voice or text channel on event Discord server
- Key sponsor branding at digital networking after 'party' with access for 10 staff/guests

### TICKETS:

- 30x PGC Digital tickets for your team/partners
- 50% ticket discount promo code (20 uses)



### PROMINENT LOGO / LINK PLACEMENT BRANDING ACROSS ALL SHARED PROMOTIONS:

- Event website, EventBrite page, mailshots and relevant content on PocketGamer.biz

### DEDICATED PROMOTIONS & LEAD GENERATION:

- 1x speaker spotlight article on PocketGamer.biz
- 2x weeks above the fold advertising banner on PocketGamer.biz
- 2x dedicated social pushes to our followers
- Post event access to delegate details (explicit opt-in only)
- Post event access to blind list of all delegates

### SPEAKERSHIP & VIDEO:

- 1x extended speaker session (up to 40 mins) or 2x solo speaker slots on suitable tracks
- 1x panel seat on suitable track
- All talks are recorded live and made available to ticket holders the same week
- All talks will be professionally edited and published to our social channels (6-8 weeks post event)

### NETWORKING:

- Dedicated named voice or text channel on event Discord server
- Key sponsor branding at digital networking after 'party' with access for 5 staff/guests

### TICKETS:

- 15x PGC Digital tickets for your team/partners
- 50% ticket discount promo code (10 uses)



### PROMINENT LOGO / LINK PLACEMENT BRANDING ACROSS ALL SHARED PROMOTIONS:

- Event website, EventBrite page, mailshots and relevant content on PocketGamer.biz

### DEDICATED PROMOTIONS & LEAD GENERATION:

- 1x speaker spotlight article on PocketGamer.biz
- 1x week above the fold advertising banner on PocketGamer.biz
- 1x dedicated social pushes to our followers

### SPEAKERSHIP & VIDEO:

- 1x full speaker or panel seat slot
- All talks are recorded live and made available to ticket holders the same week
- All talks will be professionally edited and published to our social channels (6-8 weeks post event)

### NETWORKING:

- Access to digital networking after 'party' with access for 5 staff/guests

### TICKETS:

- 10x PGC Digital tickets for your team/partners
- 50% ticket discount promo code (5 uses)



### PROMINENT LOGO / LINK PLACEMENT BRANDING ACROSS ALL SHARED PROMOTIONS:

- Event website, EventBrite page, mailshots and relevant content on PocketGamer.biz

### DEDICATED PROMOTIONS & LEAD GENERATION:

- 1x dedicated social push to our followers

### SPEAKERSHIP & VIDEO:

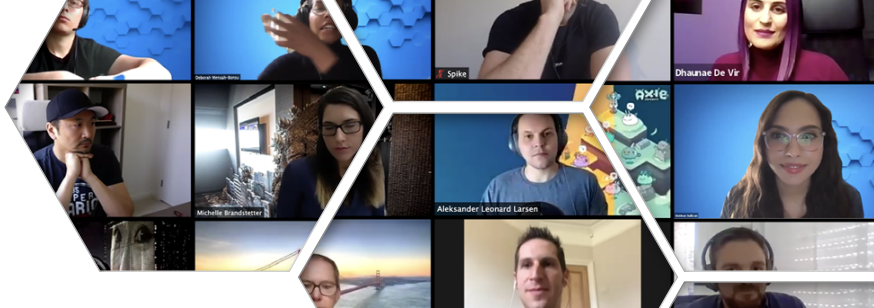
- 1x panel seat slot
- All talks are recorded live and made available to ticket holders the same week
- All talks will be professionally edited and published to our social channels (6-8 weeks post event)

### NETWORKING:

- Access to digital networking after 'party' with access for 2 staff/guests

### TICKETS:

- 5x PGC Digital tickets for your team/partners
- 50% ticket discount promo code (2 uses)



▼
 PACKAGE OPTIONS

## MEETING PLATFORM SPONSORSHIP

**MeetToMatch**

<h3 style="margin: 0;">EXCLUSIVE LEAD SPONSOR</h3> <p style="margin: 0; font-size: 1.2em;">\$6,000</p>	<h3 style="margin: 0;">ASSOCIATE SPONSOR</h3> <p style="margin: 0; font-size: 1.2em;">\$2,500</p>
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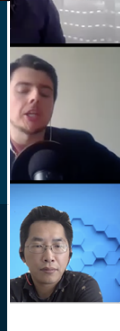
## DIGITAL TRACK SPONSORSHIP

<h3 style="margin: 0;">REGULAR: \$5,000</h3> <h3 style="margin: 0;">EXTENDED: \$7,500</h3>
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- SPONSORSHIP INCLUDES:**
- Logo in most prominent position within meeting platform
  - Logo branding across all PGCD Digital shared promotions at Associate level
  - **1x** Social push
  - Shout out promotion on PGCD Discord server
  - **5x** tickets to PGC Digital for your team/partners
  - **50% ticket discount** promo code (4 uses)

- SPONSORSHIP INCLUDES:**
- Logo prominently positioned on the Digital Expo page
  - Logo placement branding across all PGCD shared promotions at Associate level
  - **2x** tickets to PGC Digital for your team/partners
  - **50% ticket discount** promo code (2 uses)

- SPONSORSHIP INCLUDES:**
- **1x** solo presentation (extended = 1x double or 2x slots)
  - **1x** panel seat (extended = 2x panel seats)
  - Logo prominently displayed on screen throughout the track
  - Logo on all track announcements, digital schedule and shared promotions
  - Sponsor mention / thank-you by track host, can include (start/finish)
  - Track level logo placement branding across all PGCD Digital shared promotions
  - Dedicated Track named voice or text channel on event Discord server
  - **10x** tickets to PGC Digital for your team/partners
  - **50% ticket discount** promo code (4 uses)



## > DIGITAL FRINGE EVENTS

There are a number of business-focused fringe activities that accompany every Pocket Gamer Connects and connect different focused groups.



The premier indie developer pitching contest in which about 20 selected developers pitch their games to expert judges in a speed-date format. Now in digital format via video conferencing!

### LOGO FEATURED ON:

- All Big Indie Pitch (BIP) announcements & promotions
- Big Indie Pitch sign up page
- Big Indie Pitch mailshots to developer database
- Big Indie Pitch related articles on PocketGamer.biz
- All PGC Digital shared promotions

### DURING DIGITAL EVENT:

- 2x judge 'seats' (at virtual judge table)
- Logo prominently displayed on BIP host screen throughout the event
- Option to give a short (c.5 mins) presentation to participating developers before the pitching begins

### POST EVENT:

- Access to developers' contact details post event (opted-in)
- Sponsor branding added to winner & runners up post event video (added to our channels)

### TICKETS:

- 10x tickets to PGC Digital for your team/partners
- 50% ticket discount promo code (4 uses)

**PRICE: \$5,000**

Includes access to PGC Digital (per ticket)

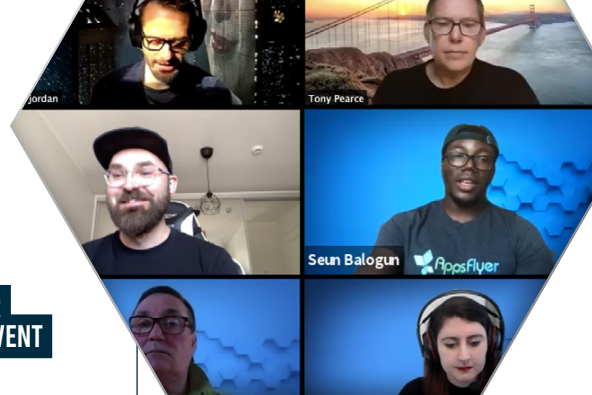
## DEDICATED WEBINAR OR ROUND-TABLE MICRO-EVENT (DAYS 4 & 5 ONLY)

You can host your own webinar as part of PGC Digital week and we'll build it into the schedule and promote to the audience

- Co-branded as 'PGC Digital & XX presents...' (or similar)
- Includes a co-host, moderator or speaker from the PGC Digital team.
- Up to 1 hour session.
- Webinar to take place at either or both AM & PM sessions (to accommodate multiple time zones).
- Logo placement branding across all PGCD shared promotions at Associate level.

**PRICE: \$5,000**

Includes access to PGC Digital (per ticket)



## FEATURED TALKS

### CURATED PANEL SPONSOR:

- Curated panel (on suitable track)
- 1x speaker ticket
- Logo at Associate level
- Logo on online agenda

**PRICE: \$4,000**

### FULL SPEAKER SLOT SPONSOR:

- 1x speaker slot on suitable track
- 1x speaker ticket
- Logo at Associate level
- Logo on online agenda

**PRICE: \$2,500**

### PANEL SEAT SLOT:

- 1x panel slot on suitable track
- 1x speaker ticket
- Logo at Associate level

**PRICE: \$1,500**

Includes access to PGC Digital (per ticket)



GET IN CONTACT



FOR ALL PG CONNECTS  
SPONSORSHIP OR MEDIA  
PARTNER ENQUIRIES:

**Lisa Bisset**

**[lisa.bisset@steelmedianetwork.com](mailto:lisa.bisset@steelmedianetwork.com)**