



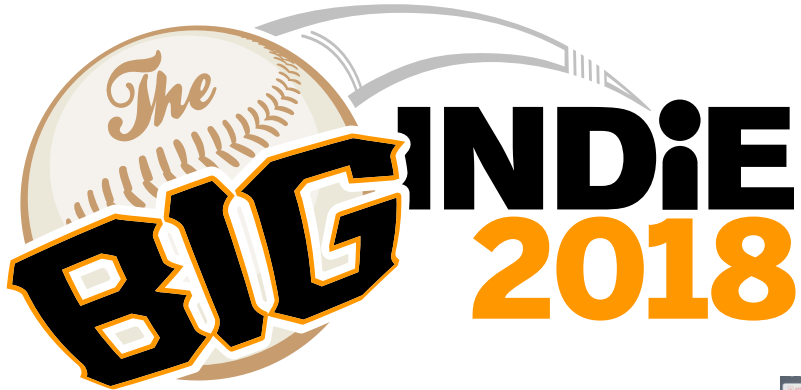
# INDIE PACK

Helping connect developers with publishers, platforms and press since 2013

CREATING SUCCESS FOR INDIE DEVELOPERS

steel <sup>sm</sup> media  
CONNECTING WITH THE INDUSTRY





# The BIG INDIE 2018

**Steel Media has always believed indie game developers are the lifeblood of the industry – the source of new ideas, relentless energy, and the sense of ‘fun’ and ‘creativity’ that can so often be forgotten in the big business of games.**

We’ve supported indie developers in everything we do for the last 12 months, whether it was reviews on our market-leading sites, dedicated tracks at our conferences or the Big Indie Pitch events. In 2018 we’re taking things a step further with an expansion of our activities with even more pitches, new indie zones at our conferences, a dedicated awards, and even our own Big Indie Festival!

If you’re an indie game developer of any platform (mobile, PC, XR or elsewhere) looking for exposure, advice or support on your adventure then you’re probably already in touch. If you’re a publisher, platform investor or service company wanting to contact awesome indies and help them on that journey, then we should probably talk!



# WELCOME TO THE BIG INDIE WORLD...

There are numerous ways to engage with our indie game developer community:



Now in its eighth year, The Big Indie Pitch is the original and best indie pitching competition that's helped countless developers on their route to greatness. The pitch brings 15-30 indie developers together with publishers, platforms and investors in a speed-dating format, offers prizes for winners and advice for everyone involved. There's often networking beers, too!

**P.6** For more Information



Following on from the Pitch events (and sometimes entirely separately), this networking event unites some 100-250 game developers and related companies in a relaxed environment with free beers and nibbles on offer to fuel those prime business connections.

**P.7** For more Information



The culmination to a year of Big Indie Pitching and a distinct awards event in its own, the Big Indie Awards are designed to celebrate the best indie games of the year with a swish ceremony, cash prizes, and a good old fashioned party. We launched the event at Shenzhen last year and in 2018 we're heading to Busan in South Korea in November.

**P.8** For more Information



We've been running a dedicated indie expo area as part of our conferences since we started back in 2014, but this year we're going to push this to the next level, creating the Big Indie Zone – a dedicated space for more indies than ever before to showcase their games throughout the events.

**P.12** For more Information



The newest and arguably most exciting addition to the Big Indie universe is our first ever festival dedicated to indie game developers. Taking place over three-and-a-half days in truly gorgeous Vienna this July, the event will bring together both the industry and consumers in a splendid celebration of the best of indie games. Join us!

**P.14** For more Information

# 2018 CALENDAR: WHERE & WHEN

The 2018 Big Indie season features more events than ever before, in more places than ever before. With mobile, PC and XR we'll be bringing over 20 pitch events, expos, awards and our very first festival.

We've outlined the latest line-up here, though note the latest plans will be available at [www.bigindiepitch.com](http://www.bigindiepitch.com) and if you have something specific in mind that's not on the agenda we are always open to discussing new locations.



For the latest information and dates check [WWW.BIGINDIEPITCH.COM](http://WWW.BIGINDIEPITCH.COM)

Jan 22-23	BIG/PC/XR INDIE PITCH	PG Connects • London, UK
Feb 14	BIG INDIE PITCH	White Nights • Prague, Czech Republic
Mar 21	BIG INDIE PITCH	GDC • San Francisco, US
Apr 16	BIG INDIE PITCH	Game Dev Days • Tallinn, Estonia
Apr	BIG INDIE PITCH	Quo Vadis • Berlin, Germany
May 14-15	BIG INDIE PITCH	PG Connects • San Francisco, US
May 14-15	BIG INDIE ZONE	PG Connects • San Francisco, US
Jun 12-14	BIG INDIE PITCH	E3 • Los Angeles, US
Jul 5-8	BIG INDIE PITCH	ReVersed • Vienna, Austria
Jul 5-8	BIG INDIE FEST	ReVersed • Vienna, Austria
Jul 10	BIG INDIE PITCH	Develop • Brighton, UK
Aug 3-4	BIG INDIE PITCH	ChinaJoy • Shanghai, China
Aug 22-23	BIG/PC INDIE PITCH	Gamescom • Cologne, Germany
Sep 11-12	BIG/PC/XR INDIE PITCH	PG Connects • Helsinki, Finland
Sep 11-12	BIG INDIE ZONE	PG Connects • Helsinki, Finland
Oct	BIG/PC INDIE PITCH	Games Industry Conference • Poznan, Poland
Nov	BIG INDIE PITCH	Jordan Gaming Summit • Amman, Jordan
Nov	BIG INDIE PITCH	G-STAR • Busan, S. Korea
Nov	BIG INDIE AWARDS	G-STAR • Busan, S. Korea
Dec	TBC	

# SPONSOR OPTIONS

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How you can get involved...





# The BIG INDIE PITCH

## SPONSOR THE BIP

### PRE/POST-EVENT BRANDING & BENEFITS:

- Listed as BIP sponsor on all BIP digital promotions and website listings (inc BigIndiePitch.com and PG.biz)
- Branding in Launch story for event on SM Media channels
- Branding and message on Eventbrite page for registration
- Branding on follow-up story from event on SM Media channels
- Access to pitching developer contact details (post-event)

### PRE/POST-EVENT BRANDING & BENEFITS:

- Table (trestle style) with 4 chairs with power connectors
- Pitch Judge Seat(s) (meet all developers, see pitches, provide feedback)
- Up to 10-min stage presentation time at pitch kick-off
- Include your prize in prize package for

winner + 2 runners-up

- Be on stage for winner & runners-up presentation
- Company logo on all BIP signage at event (posters, banners, roll-ups, etc)
- Company logo on show branding either as BIP sponsor or associate sponsor of event

### PRESS / PR:

- 1x company spotlight article on PocketGamer.biz

**EXCLUSIVE:** \$20,000  
**GOLD:** \$10,000

(Associate sponsorships may be available on request)



# The **BIG** INDIE DRINKS

The Big Indie Drinks offers a great way to connect with indie developers in a relaxed environment over drinks. This could follow on from a Big Indie Pitch or as a standalone

## SPONSOR THE BIG INDIE DRINKS

### PRE/POST-EVENT BRANDING & BENEFITS:

- Listed as Big Indie Drinks sponsor on the Big Indie page and all digital promotions and website listings (e.g. PG.biz, PCGI.biz, mailings and social media)
- Branding in Launch story for event on SM Media channels
- Branding and message on Eventbrite page for registration
- Branding on follow-up story from event on SM Media channels and Facebook photo gallery
- Message in 'thank you' mail to all attendees

### LIVE EVENT BENEFITS:

- Branding at the event on posters, standees, banners and video screen
- Extra drinks-token and VIP space / list if required
- Option to distribute materials at the event
- Table (trestle style) with 4 chairs with power connectors for materials (if desired)

**EXCLUSIVE:** \$20,000  
**GOLD (CO-SPONSOR):** \$10,000

(Associate sponsorships may be available on request)



## SPONSOR OPTIONS

# The **BIG** INDIE AWARDS



The Big Indie Awards marks the finale of 12 months of Big Indie Pitching, celebrates the best indie games of the year, and offers indie developers a chance of global recognition, cold-hard cash, and a trip to the awards final in Busan, South Korea.

The formal shortlisting and nomination process begins in September, before a shortlist is judged by an expert panel in October, and the winners revealed at a ceremony during G-STAR in November. The event will be promoted at all previous Big Indie Pitch events throughout the year with a top 3 placing on any BIP qualifying developers for the longlist (although it's not essential to enter a BIP in order to qualify).

### BENEFITS OF SPONSORING THE AWARDS

Aside from a great opportunity to connect with the cream of the international indie development community, the Big Indie Awards provides extensive promotion throughout the year, a judge seat, and a branding presence at the finale during G-STAR in South Korea.

	HEADLINE SPONSOR \$25,000	GOLD SPONSOR \$15,000	PARTY SPONSOR \$20,000
PRE-EVENT	✓	✓	-
ON THE NIGHT	✓	✓	-
POST EVENT	✓	✓	-
BIP BRANDING	✓	✓	-
POST-EVENT NETWORKING PARTY	-	-	✓

All prices are in USD unless otherwise stated.



# HEADLINE SPONSOR PACKAGE (1 AVAILABLE)

Our most prestigious package makes your brand integral to the entire evening and the Awards itself. And that's just one of the many benefits...

## PRE-EVENT MARKETING

- Headline/title rights branding: "Big Indie Awards in association with..."
- Branding and company profile included on all digital event promotions pre, during, and post event (website, PR, mailshots, news announcements, social pushes)
- Dedicated news story announcing headline sponsor on PocketGamer.biz and relevant social media channels
- Sponsor logo on Big Indie Awards microsite linking directly to sponsor's website
- Branding and company profile on ticket sales/Eventbrite page



## ON THE NIGHT

- Logo branding on cover of Big Indie Awards collateral (print) – distributed at event
- Ad page in BIA Guide (print) – distributed at event
- Lead branding in BIA presentation hall, such as roll-ups, posters, video showreel
- Ability to leave merchandise on all seats/for all guests (provided by sponsor)
- 10x VIP seats in presentation hall
- Headline credits from host during introduction and Awards presentation
- Opportunity to play short video on the night during Awards and deliver a short speech (up to 5 mins)
- On-screen logo branding through entire Awards ceremony
- Logo branding on all physical Awards
- Opportunity to present each winner with a gift from your organisation (gifts can be sourced by Steel Media at additional cost)

## POST-EVENT

- Headline branding on all post-event highlights articles on SM B2B channels with links to sponsor website/contact details
- Headline branding on post-event 'thank you' for attending mailshot/communications with links to sponsor website/contact details
- Dedicated post-event article on SM B2B channels

**RATE: \$25,000**

(Associate sponsorships may be available on request)



# GOLD CO-SPONSOR PACKAGE (MAX 4)

If you want to get your company involved every step of the way, then the co-sponsor package could be just the ticket

## PRE-EVENT MARKETING

- Branding and company profile included on all digital event promotions pre, during, and post event (website, PR, mailshots, news announcements, social pushes)
- Dedicated news story announcing event sponsorship on SM B2B Channels and relevant social media channels
- Sponsor logo on Awards microsite linking directly to sponsor's website
- Secondary branding and company profile on ticket sales/Eventbrite page



## ON THE NIGHT

- Secondary logo branding on cover of Awards Guide (print) – distributed at event
- Single page ad in Awards Guide (print) – distributed at event
- Secondary branding on materials in Awards presentation hall, such as roll-ups, posters, video showreel, merchandise on all seats/for all guests (provided by sponsor)
- 4x VIP seats in presentation hall
- Credit from host during introduction and Awards presentation
- Logo branding on screen at key points during entire Awards ceremony

## POST-EVENT

- Headline branding on all post-event highlights articles on SM B2B channels with links to sponsor website/contact details
- Headline branding on post-event 'thank you' for attending mailshot/communications with links to sponsor website/contact details
- Dedicated post-event article on PocketGamer.biz

**RATE: \$15,000**

(Associate sponsorships may be available on request)



# BIG INDIE PARTY SPONSOR (NOT EXCLUSIVE)

Everyone remembers a good party and this package represents a great opportunity to get your branding in front of a wide audience



## PRE-EVENT MARKETING

- Branding and company profile included on all digital event promotions pre, during, and post event (website, PR, mailshots, news announcements, social pushes) – presented as Party Sponsor
- Dedicated news story announcing sponsor on SM B2B Channels and relevant social media channels
- Sponsor logo on Awards microsite linking directly to sponsor's website
- Branding and company profile on ticket sales/Eventbrite page

## ON THE NIGHT

- Lead branding in Networking Drinks Reception space, such as: roll-ups, posters, branded drink vouchers, merchandise/gift giveaway (table by entrance)
- Involvement in theme of awards and branded cocktail
- 4x seats for Mobile Games Awards
- 'Thank you' mention from host during Awards ceremony
- On-screen logo branding during Awards

## POST-EVENT

- Logo branding on all post-event highlights articles on PocketGamer.biz
- Logo branding on post-event 'thank you' for attending mailshot/communications
- Dedicated post-event article on PocketGamer.biz

**RATE: FROM \$15,000**

(Associate sponsorships may be available on request)

Certain specific events such as Big Indie Awards, GDC and some PG Connects events may require a premium to reflect increased venue costs and also increased attendance.

All prices are in USD unless otherwise stated.





## BIG INDIE SHOWCASE SOLO

- Branded 'chill-out lounge' within the Indie Showcase expo (sofas, beanbags, low tables, charge points) – medium size booth shell can be included if required
- Company logo on branding equivalent to gold level (or in line with wider sponsorship package, whichever is greater) – both digital / at show
- 1x pre or 1x post-event company spotlight articles on PocketGamer.biz
- Video Interview on-site at show for PocketGamer.biz
- 10x standard passes (includes use of our meeting system (Pitch & Match), after-party invitation, access to all talks)
- 2x VIP passes (provides access to VIP meeting room and VIP lunch both days)

**NOTE:** The passes above replace any pass allocation listed on individual VBIP, Track sponsorships, etc

**RATE:** \$25,000

## INDIE TRACK SPONSOR

- 1x full speaker slot (keynote session) or panel seat during track
- Video show reel: Up to 4x slots during the track schedule on the big screen
- Company swag / collateral on each seat in the track (provided by you, refreshed by us)
- Listed as 'Official Track Sponsor' on schedule announcements and website track listings
- Company logo on branding equivalent to Silver level (or in line with wider sponsorship package, whichever is greater) – both digital / at show
- 5x standard passes

**RATE:** \$10,000

(Associate sponsorships may be available on request)





# The **BIG** INDIE FEST

## @ REVERSED

The Big Indie Fest @ Reversed is a brand new event launching in July 2018 which is designed to celebrate and support the best in indie games on multiple platforms.

The event spans 4 days – with the first portion solely focused on B2B activity connecting over 500 developers with publishers, platforms and related service companies, sharing some knowledge via talks and workshops, showcasing games, and networking with the matchmaking system. Then the final 2 days bring an audience of c.4,000 consumers who'll get to grips with the games themselves.

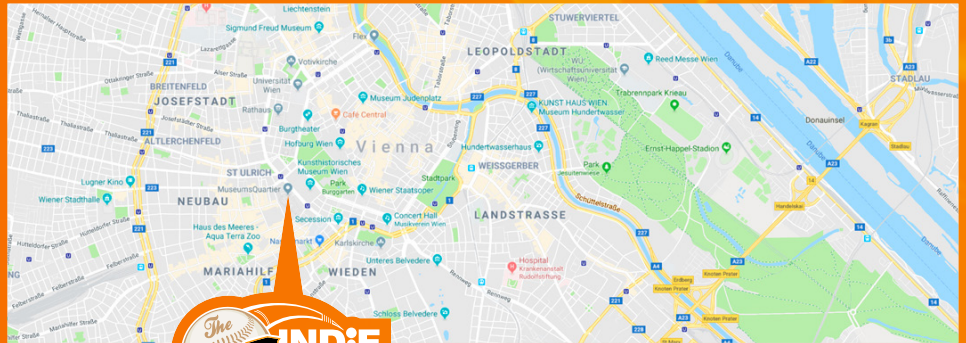
The event takes place in the incredible surrounds of Vienna's Museumsquartier at the very heart of the city, providing easy access for attendees both locally and from across Europe.



# THE VENUE

The Big Indie Fest takes place at the heart of Vienna's Museumsquartier, a truly magnificent venue to show off some amazing games. In the centre of this beautiful city, it is ideally situated for hotels, transport (short train-ride from the airport), and restaurants/bars.

Aside from the specific space inside the venue for the event, visitors are also able to relax in the square and nearby cafes to enjoy the weather and Austrian hospitality.



# WHO WILL YOU MEET AT THE BIG INDIE FEST?

The Big Indie Fest @ Reversed will unite the best of the indie game developers from central and southern Europe with publishers, service providers, media and other games industry professionals.

We're expecting over 500 trade visitors to the show in 2018 with a strong focus on developers (70%+), then publishers (10%), service providers (10%), and other industry professionals (10%). In addition there'll be over 4,000 consumer visitors attending the final 2 days, offering game developers and publishers a chance to promote direct to, and hear from, players.



**THE EVENT IS USEFUL FOR MANY DIFFERENT GROUPS**

## PUBLISHERS MEET...

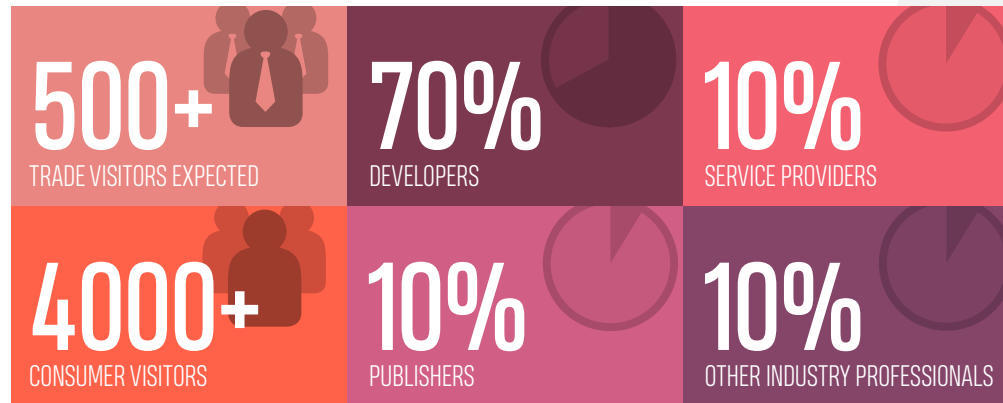
- Developers
- Press
- Potential New Staff
- Service Companies
- Consumers

## SERVICE COMPANIES MEET...

- Developers
- Publishers
- Press
- Potential New Staff

## DEVELOPERS MEET...

- Publishers
- Press
- Consumers
- Other Developers



# PLATINUM \$15,000

<b>SPEAKING</b>	1x Keynote slot <b>AND</b> 1x panel session
<b>EXPO SPACE</b>	Large Booth (approx 4m x 2m) with power connections
<b>SHOW BRANDING &amp; PROMOTION</b>	Big banner at location <b>AND</b> Platinum level logo placement on all shared branding
<b>DIGITAL BRANDING &amp; PROMOTION</b> (pre/post event)	Gold level branding on event website Gold level branding on marketing mailshots Dedicated mailshot
<b>PRESS / PR / ADVERTISING</b>	1x pre <b>AND</b> 1x post event company spotlight article on PG.biz <b>AND</b> 1x video Interview at show
<b>CONFERENCE PASSES</b>	12x passes



**TOP TIER PACKAGE!**

All prices are in USD unless otherwise stated.

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## SPONSOR OPTIONS



All prices are in USD unless otherwise stated.

	<b>GOLD</b> \$8,000	<b>SILVER</b> \$5,000	<b>BRONZE</b> \$2,500
<b>SPEAKING</b>	1x Keynote slot <b>AND</b> 1x panel session	1x Keynote slot	1x panel session
<b>EXPO SPACE</b>	Booth (approx 2m x 2m) with power connections	1x large table + 4x chairs with power connections	1x large table + 4x chairs with power connections
<b>SHOW BRANDING &amp; PROMOTION</b>	Banners at location <b>AND</b> Gold level logo placement on all shared branding	Silver level logo placement on all shared branding	Bronze level logo placement on all shared branding
<b>DIGITAL BRANDING &amp; PROMOTION</b> (pre/post event)	Gold level branding on event website Gold level branding on marketing mailshots	Silver level branding on event website Silver level branding on marketing mailshots	Bronze level branding on event website Bronze level branding on marketing mailshots
<b>PRESS / PR / ADVERTISING</b>	1x pre event company spotlight article on PG.biz <b>AND</b> 1x video Interview at show	Logo on all shared event marketing /highlight articles on PG.biz	Logo on all shared event marketing /highlight articles on PG.biz
<b>CONFERENCE PASSES</b>	8x passes	4x passes	2x passes



# ABOUT THE STEEL MEDIA NETWORK

Launched in 2006, Steel Media has grown to become a leading media and events company in the games business. Historically focused on the mobile games industry (which grew from very small to become a \$50Bn+ industry), we've spread our network to cover other areas including PC games, XR (VR/AR) games and technology, and influencer marketing.

On the events-side we currently run the largest b2b independent games event in the UK, PG Connects London ([www.pgconnects.com/london](http://www.pgconnects.com/london)), which saw c.2,000 delegates from over 55 countries visit in January 2018, 2 sister conferences (in San Francisco in May and Helsinki in September), plus over 20 additional industry networking and pitch events that take place all around the world throughout the year, including the Big Indie Pitch competitions ([www.bigindiepitch.com](http://www.bigindiepitch.com)).

In media terms, the Steel Media Business network plays host to the largest mobile games industry site in the world (PocketGamer.biz reaches c.150K industry visitors every month), as well as dedicated trade sites for PC Games Industry ([www.pcgamesinsider.biz](http://www.pcgamesinsider.biz)), XR ([www.thevirtualreport.biz](http://www.thevirtualreport.biz)), and Influencer Marketing ([influencerupdate.biz](http://influencerupdate.biz)). We also run leading consumer-facing media including PocketGamer.com, 148Apps.com and AppSpy site and YouTube channel.

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INSIDER



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update.biz**

**BLOCK  
CHAIN  
GAMER**  
.BIZ

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GAMER**  
**CONNECTS**  
Global Mobile Games Industry Conference

**148  
Apps**  
.com

**APPSPY**  
.com



# steel<sup>sm</sup>media

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