



# devcom

# Developer Conference

August 23 – 27, 2021

The Premier of the State of  
North Rhine-Westphalia



game



**devcom**  
**Developer Conference**  
August 23 – 27, 2021



# Special offer: Agencies

Join us as an agency at the devcom Developer Conference and find out how to get the most out of your presence.

Find a summary of key facts and figures of the next conference hosted by devcom.

Discover the options available to your organization and team for presenting yourselves and your products to a truly global and professional audience of developers, publishers and vendors.

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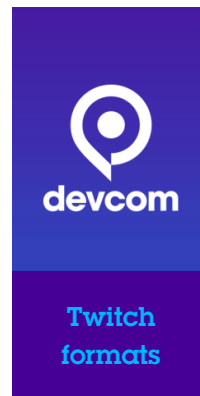
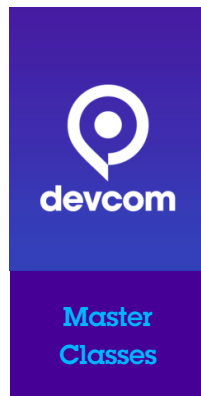
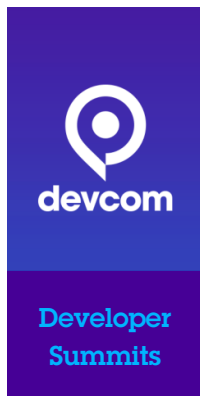
# About #ddc2020/21

About devcom.global

# devcom and its formats

Established in 2017, devcom is the official game developer event of gamescom, the world's largest computer and video games event, and Europe's annual "must attend" developer's conference.

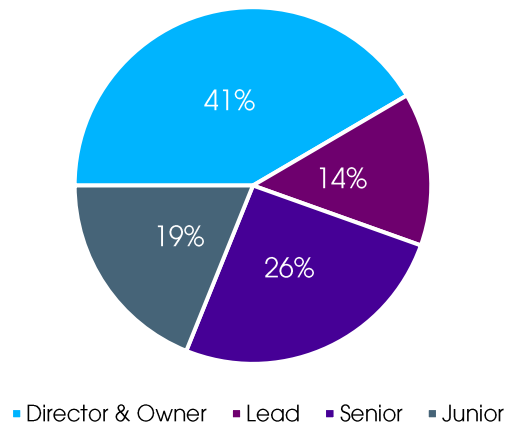
Originally started as a five-day umbrella framework for a series of events, devcom is now a full-year experience focused on game development, game publishing, networking and community building.



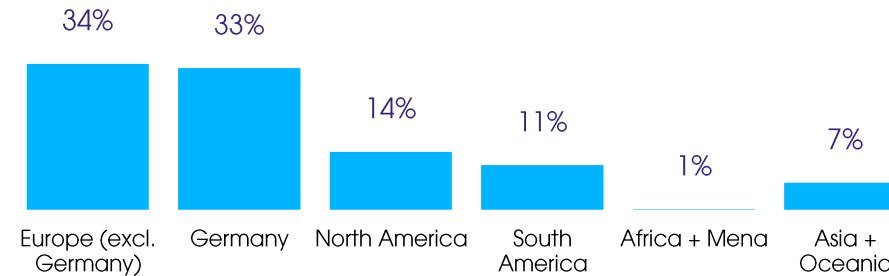
About devcom.global

# Our reach and demographics

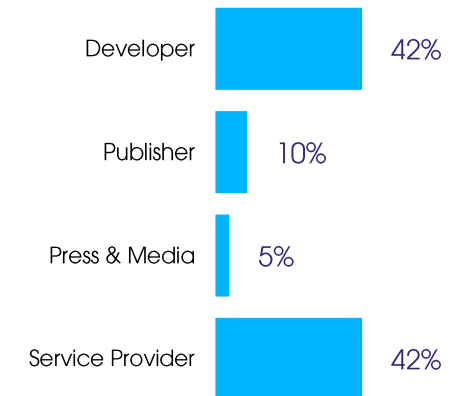
#ddc2020 attendees by seniority





#ddc2020 attendees by region



#ddc2020 attendees per activity



 2,400+ followers  
9.8m minutes watched


 6,000+ subscribers

 2,000+ followers

 2,100+ followers

 700+ followers

 900+ followers

 600+ members

About #ddc2020

# Facts and Numbers

2,200  
participants

1,054  
companies

298  
exhibitors

230  
publishers

160  
speakers

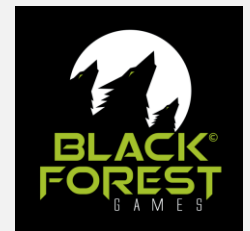
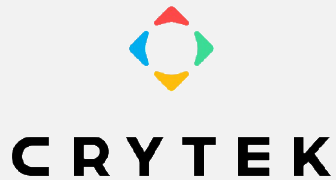
114  
sessions

57  
countries

130+  
press & media

About #ddc2020

# Former partners & sponsors





About #ddc2021

# Timeline

Monday

Tuesday

Wednesday

Thursday

Friday

Conference Program: 2 stages, 140+ sessions, 100+ speakers, VOD Sessions, live Q&A

Main Expo, Country Pavilions, NRW Indie Expo

Pitch it!\*

\*Can be extended to the whole week  
in case of high demand

Exclusive Country Pavilion Pitch Sessions

Press Room for developer-related news

Networking and Recruiting Events

Publisher Pitch Room

Indie Award

Executive Summit

Content Creators Room

Matchmaking open 24/7

The devcom Daily Twitch Show

About #ddc2021

# Conference Program

- First 2 days dedicated to content and 3 days with content and business opportunities
- Pre-recorded talks also available as VOD
- Live Q&A Sessions with the Speakers
- 12 Main Topic Fields: Tech & Tools, Game Design, Narrative Design, Arts & Visuals, Audio Design, Business, PR & Marketing, Leadership, Production & Team Management, Community, and Accessibility & Mental Health
- 2 Stages: Main Stage for curated content and Dive-In Stage for in-depth exclusive content provided by partners, sponsors and exhibitors
- Analytics and lead-generation feature connected to all sponsored content

About #ddc2021

# Business Program

- 24/7 Business Matchmaking
- 3 expos: Main Expo, Country Pavilions & NRW Indie Expo\*
- Country Pavilion Pitch Sessions
- Publisher Pitch Room
- “Pitch it!” the next-level developer and publisher meet-up
- Content Creators Room
- Executive Summit
- Networking Events
- Press Rooms for developer-related news
- Partners’ Awards & Indie Awards Showcase

About #ddc2021

## Pitch it!

### The advanced developer and publisher matchmaking!

- Prior to #ddc2021, all registered publishers receive a booklet containing information provided by developers themselves on the games and the companies pitching at Pitch it!.
- Developers pitch on different stages  
(e.g: investment over 10M€ ; investment between 5M€ and 10M€ ; investment between 1M€ and 5M€ ; etc)
- Developers pitch for 10 mins plus 5-min Q&A session
- A dedicated registration for Pitch it! is required – deadline July 31<sup>st</sup>  
Please check on our [#ddc221website](#) for more information
- Participation is free and included in the business pass, executive pass and company package

About #ddc2021

## Daily Twitch Show Program

- Interviews, Let's Play, Ask Me Anything format, Fireside chats, Studio discovery and special show formats
- Full 5-day program from 10am until 8pm CEST
- Detailed schedule to be released ahead of the event
- Shows will be hosted on the [devcom Twitch channel](#)

2.4M

views on Twitch

9.6M

min watched

1.4M

unique viewers

80k+

max viewers

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Become  
a  
Partner









Become a Partner

# Our packages

	Silver	Gold	Platinum
Summit Program: Your own Session, Panel, Demo	Silver Program Pack	Gold Program Pack	Platinum Program Pack
Virtual Exhibition	Silver Virtual Exhibitor Pack	Gold Virtual Exhibitor Pack	Platinum Virtual Exhibitor Pack
Business Passes included	10	20	50
Logo on #ddc2021 Website	Yes	Yes	Yes + individual text
Social Media Push	Yes	Yes	Yes
Newsletter Push	Yes	Yes + individual text	Yes + long individual text
PINE Visibility	Silver PINE Pack	Gold PINE Pack	Platinum PINE Pack
Twitch Program	Silver Twitch Pack	Gold Twitch Pack	Platinum Twitch Pack
Price (excl. VAT)	<b>5,000€</b>	<b>10,000€</b>	<b>25,000€</b>

Become a Partner









# Platinum

<b>Platinum Program Pack</b> 	<b>Communication Pack</b>     	<b>Platinum PINE Pack</b> 	<b>Platinum Twitch Pack</b> 
<p>On #ddc2021 stages:</p> <ul style="list-style-type: none"> <li>• 5 hours of sessions on the Dive-In Stage</li> <li>• 60-minute session in our official summit program</li> <li>• 60-second ad video in our „between sessions“ playlist</li> </ul>	<p>Website:</p> <ul style="list-style-type: none"> <li>• Large logo on the summit page with a 300-character text</li> </ul>	<p>Exhibition:</p> <ul style="list-style-type: none"> <li>• Virtual Booth</li> <li>• Full-size thumbnail on the Main Expo</li> <li>• 50 Business Passes incl. matchmaking</li> <li>• Unlimited job opening posts</li> <li>• Analytics and lead generation – connected to your virtual booth</li> </ul>	<p>60-minute interview / talk / demo</p>
<p>On your virtual booth:</p> <ul style="list-style-type: none"> <li>• 8 hours of live streaming</li> </ul>	<p>Newsletter:</p> <ul style="list-style-type: none"> <li>• Your logo and 300-character text in newsletter</li> </ul>	<p>Virtual Café (public or private access)</p>	<p>60-second ad video in our „between the shows“ playlist</p>
<p>All your content promoted as part of #ddc2021 program</p>	<p>Social media;</p> <ul style="list-style-type: none"> <li>• Your logo and 160-character text</li> </ul>	<p>Branded background (all subpages)</p>	<p>Big logo in overlay</p>
	<p>Mobile and Email Push:</p> <ul style="list-style-type: none"> <li>• 4 Push Notifications to all event attendees (800 characters)</li> </ul>	<p>Big logo on top of our sponsor section</p>	<p>25 chat bot messages</p>
		<p>Ad banners on all 12 subpages*</p>	<p>Lower-third overlay banner every hour</p>
			<p style="text-align: center;"><b>25,000€</b> Limited to 2</p>



Become a Partner

# Gold

<b>Gold Program Pack</b> 	<b>Communication Pack</b>     	<b>Gold PINE Pack</b> 	<b>Gold Twitch Pack</b> 
<p>On #ddc2021 stages:</p> <ul style="list-style-type: none"> <li>• 2 hours of sessions on the Dive-In Stage</li> <li>• 30-minute session in our official summit program</li> <li>• 30-second ad video in our „between sessions“ playlist</li> </ul>	<p>Website:</p> <ul style="list-style-type: none"> <li>• Medium-size logo on #ddc2021 page</li> </ul>	<p>Exhibition:</p> <ul style="list-style-type: none"> <li>• Virtual Booth</li> <li>• Half-size booth banner in the Main Expo</li> <li>• 20 Business Passes incl. matchmaking</li> <li>• 12 job opening posts</li> <li>• Analytics and lead generation – connected to your virtual booth</li> </ul>	<p>30-minute interview / talk / demo</p>
<p>On your virtual booth:</p> <ul style="list-style-type: none"> <li>• 5 hours of live streaming</li> </ul>	<p>Newsletter:</p> <ul style="list-style-type: none"> <li>• Your logo and 160-character text in newsletter</li> </ul>	<p>Medium logo in our sponsor section</p>	<p>30-second ad video in our „between the shows“ playlist</p>
<p>All your content promoted as part of #ddc2021 program</p>	<p>Social media:</p> <ul style="list-style-type: none"> <li>• Your logo and 160-character text</li> </ul>	<p>Ad banners on 9 subpages* except expo areas, Q&amp;A rooms and Live Stage</p>	<p>Small logo in overlay</p>
	<p>Mobile and Email Push:</p> <ul style="list-style-type: none"> <li>• 2 Push Notifications to all event attendees (800 characters)</li> </ul>		<p>10 chat bot messages</p>
			<p>Lower-third overlay banner displayed every 2 hours</p>

**10,000€**  
Limited to 3

Become a Partner

# Silver

## Silver Program Pack



On #ddc2021 stages:

- 30 minutes on the Dive-In Stage

On your virtual booth:

- 2 hours of live streaming

All your content promoted as part of #ddc2021 program

## Communication Pack



Website:

- Small logo on #ddc2021 page

Newsletter:

- Your logo in newsletter

Social media:

- Your logo and 160-character text

## Silver PINE Pack



Exhibition:

- Virtual Booth
- Third-size booth banner in the Main Expo
- 10 Business Passes incl. matchmaking
- 6 job opening posts
- Analytics and lead generation – connected to your virtual booth

Small logo in our sponsor section

Ad banners on 5 subpages\*

## Silver Twitch Pack



30-second ad video in our „between the shows“ playlist

5 chat bot messages

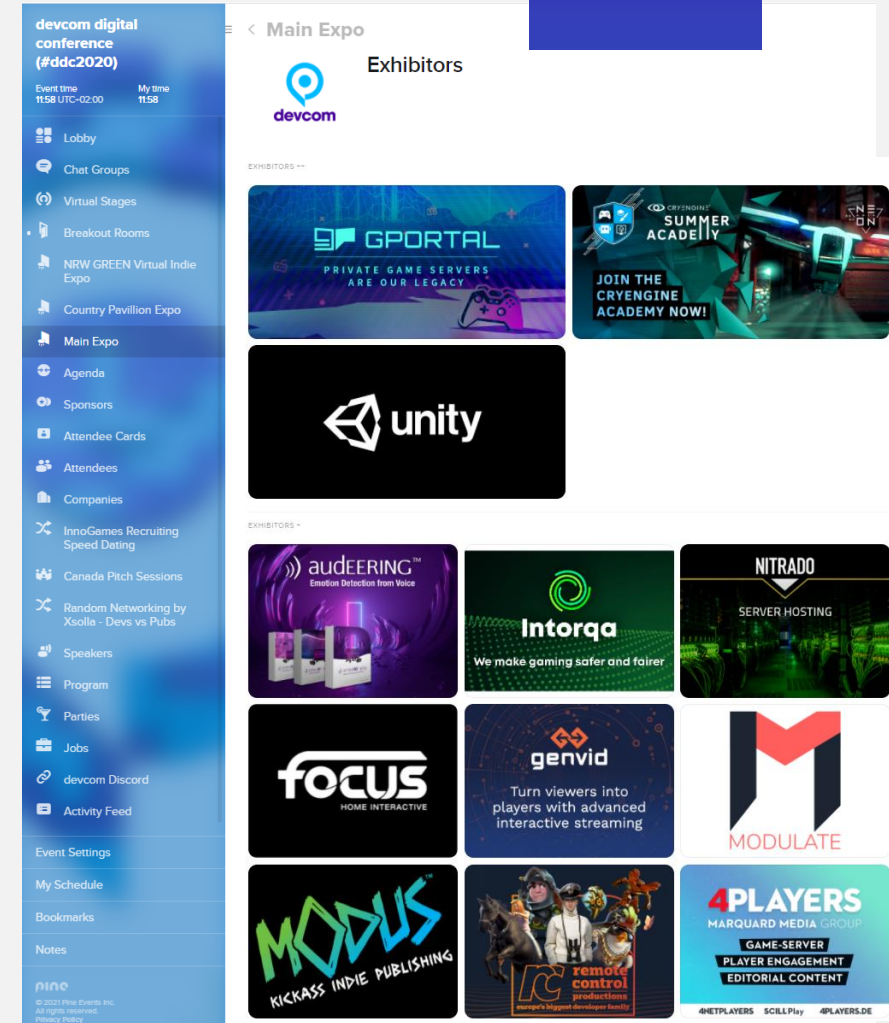
5,000€

Become a Partner

# Entry Level: Company Package

- Virtual booth
- 4 business passes incl. matchmaking
- Quarter-size booth banner
- 2 job opening posts
- Analytics and lead generation – connected to your virtual booth

1,500€



View from PINE

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# Curate your Experience

Curate Your Experience

## The Content Circuit

- Be featured on devcom's Daily Twitch Show (2.4M live views) and expand your network of influencers
- Make sure to attend our curated content for Agencies and Influencers in our Content Creators Rooms. It is free!
- Book your own Content Creators Room and invite game developers and game publishers for an exclusive game presentation!

Session on devcom's Daily Twitch Show	Price per Session	Your own Content Creators Room	Price per day
1h session	2,500€	1 day	1,500€
2h session	4,650€	2 days	2,790€
3h session	6,375€	3 days	3,825€
Customized participation	Contact us!	Customized participation	Contact us!

Curate Your Experience

# The Networking Journey

- Make sure your company joins one of our numerous Random Networking events. It is free!
- Organize your own Random Networking event to boost your client companies' meetings
- Engage with CEOs and leaders at the Executive Summit\* and discuss tomorrow's business models (individual registration only!)

Executive Summit	Pass Price	Random Networking	Price
Early Bird Price (deadline July 31 <sup>st</sup> )	599€	3 sessions of 1h each	3,000€
Regular Price	799€	3 sessions of 2h each	4,800€
		Customized networking session	Contact us

## Welcome to Random Networking by Xsolla - Devs vs Pubs

Welcome to the Random Networking by Xsolla! Meet new people here in fun Networking sessions.



# Xsolla

Curate Your Experience

# The Recruiting Quest

- Upgrade your client companies' Job Opening pack to promote all their open jobs (as a standard, each company package can post 2 job openings)
- Create unique recruiting sessions for your client companies to connect with our attendees

Job Opening Pack	Price
Pack 5 posts	500€
Pack 10 posts	900€
Pack 20 posts	1,500€
Pack Unlimited	2,000€
Access job seekers list, CVs and booklets	2,000€

Recruiting Session	Price
Session of 1 hour	2,500€
Session of 3 hours	4,500€
Customized recruiting session	Contact us

## Welcome to InnoGames Recruiting Speed Dating

Are you dreaming of being a part of Germany's leading developer and publisher of mobile and online games? Or have you ever wondered how it's like to be working at a certified Great Place to Work®? Take your chance and catch a spot in InnoGames' speed dating hours on Wed, Aug 19, and Thu, Aug 20, from 3-7 pm CEST!

Don't miss it! In the meantime, check out InnoGames' current job openings [HERE!](#) InnoGames is hiring:

- UI/UX DESIGNER
- JUNIOR GAME DESIGNER - NEW MOBILE GAME
- (SENIOR) JAVA SOFTWARE DEVELOPER
- MOBILE SOFTWARE ENGINEER - IOS/ANDROID
- PERFORMANCE MARKETING MANAGER - PAID SOCIAL
- ...AND MORE



Curate Your Experience

# The Branding Cycle

Expand your visibility with our Branding Packages.

We are also happy to support you and tailor offers to meet your needs.

Light Pack	Medium Pack	Maximum Pack
Ad banner on 2 event subpages	Ad banner on 5 subpages	Ad banner on all 12 subpages
1min video clip inserted between sessions	3min video clip inserted between sessions	5min video clip inserted between sessions
1 push notification via PINE	3 push notifications via PINE	5 push notifications via PINE
Logo and short text in our newsletter	Logo and short text in our newsletter	Logo and short text in our newsletter
4,000€	7,000€	9,000€



Curate your Experience

## Official Party Sponsor

- Fully branded 3D party space (MixUp World) with banners, branded bar and tables
- Your logo on our #ddc2021 website
- Your logo in our newsletter + 160-character text
- Social Media post featuring your logo + 160-character text
- 2 Push Notifications to all event attendees (800 characters)

3,000€  
limited to 3

Wednesday 25th, Thursday 26th and Friday 27th



Curate your Experience

## Goodie Bag Sponsor

- Your logo on our #ddc2021 website
- Your logo in our newsletter + 160-character text
- Social Media post featuring your logo + 160-character text
- Your Goodie Bag listed on PINE main menu (left)
- 2 Push Notifications to all event attendees (800 characters)

1,500€  
limited to 3

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# Inside PINE tool

Inside PINE tool

# Main Expo

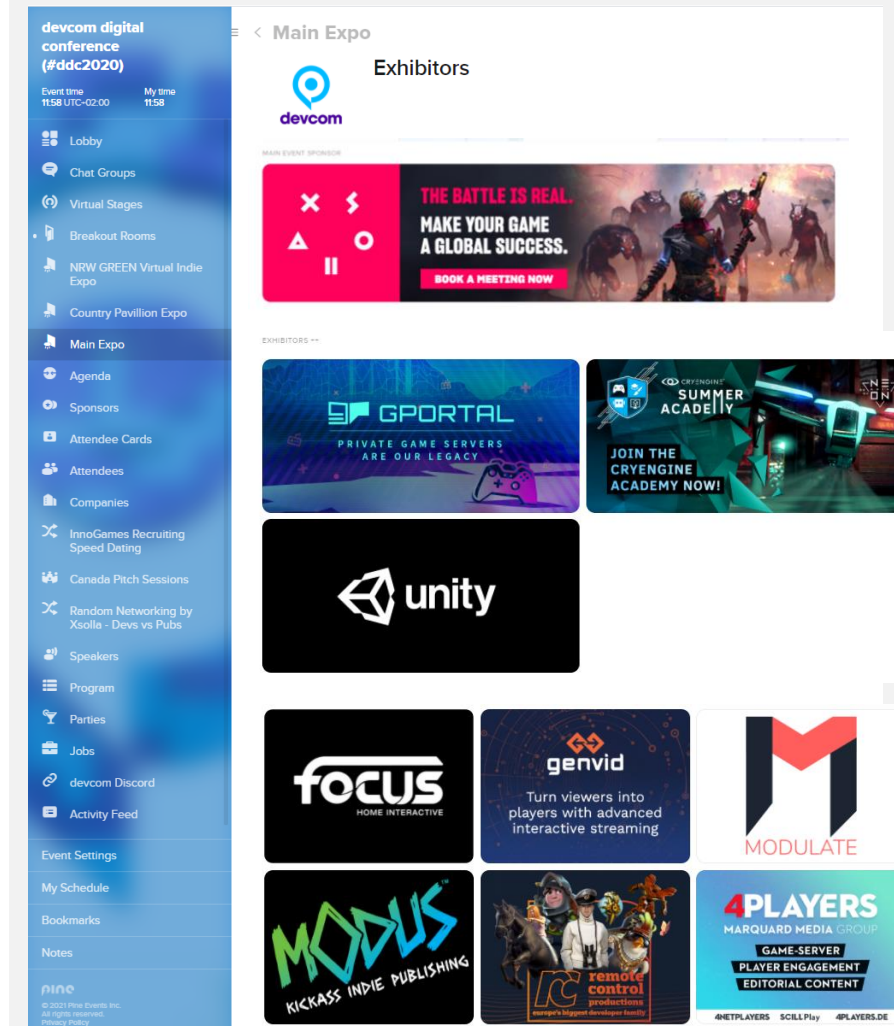
All exhibitors are listed on the Main Expo.

Each exhibitor has their own banner.

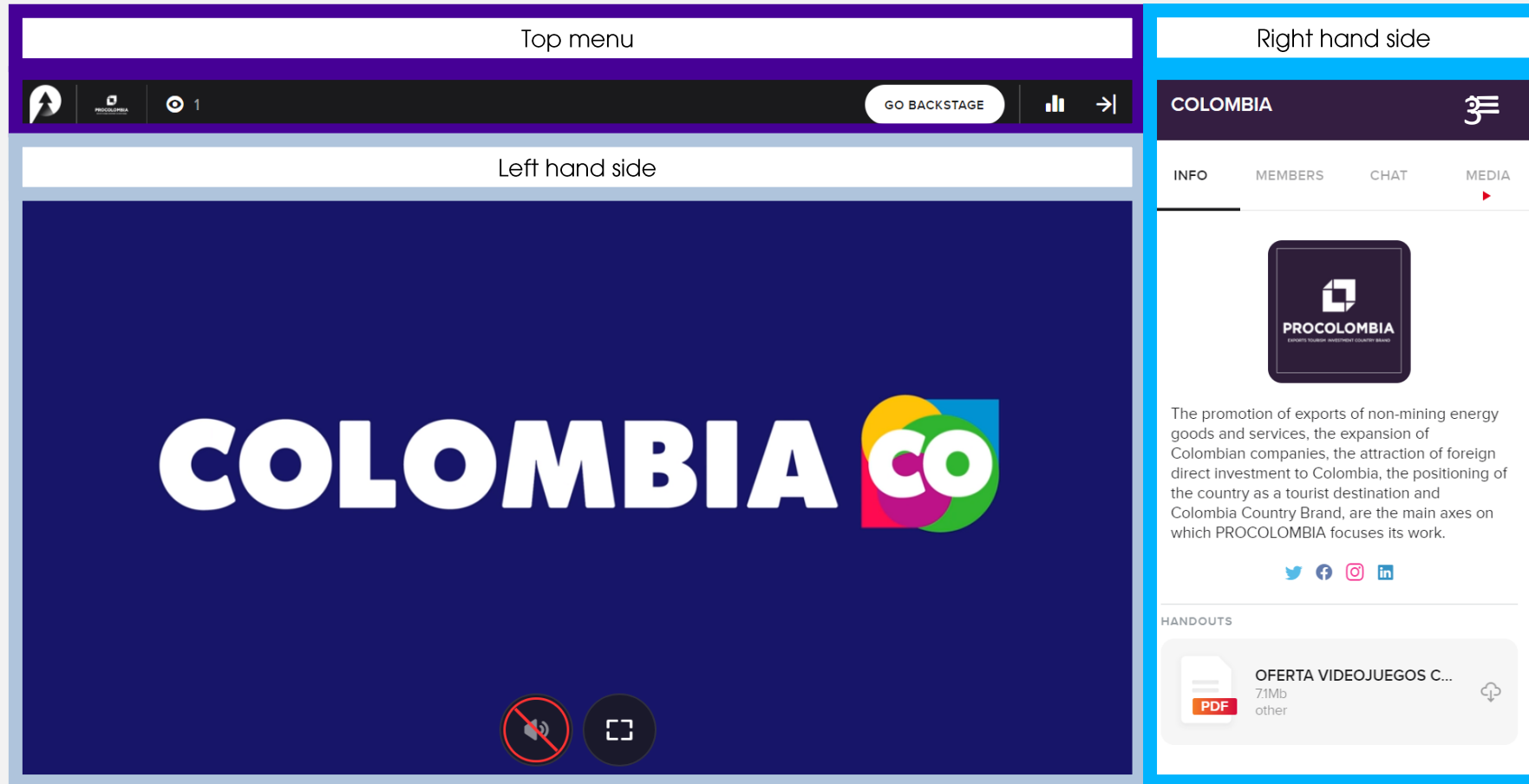
The banner sizes are:

- Platinum Package – ‘full’ banner
- Gold package – ‘half’ banner
- Silver package – ‘third’ banner
- Entry Level – Company Package ‘quarter’ banner

Booth banner upgrade possible (contact our sales team)



View from PINE



The screenshot shows a web application interface with three highlighted sections:

- Top menu:** A dark purple bar containing a profile icon, a camera icon, a notification icon with the number '1', a 'GO BACKSTAGE' button, a volume icon, and a right-pointing arrow.
- Left hand side:** A large dark blue area featuring the text 'COLOMBIA' in white, followed by a colorful 'CO' logo. At the bottom, there are two circular icons: a muted speaker and a square with a plus sign.
- Right hand side:** A white sidebar with a blue border. It has a 'COLOMBIA' header with a hamburger menu icon. Below the header are tabs for 'INFO', 'MEMBERS', 'CHAT', and 'MEDIA'. The main content area shows the 'PROCOLOMBIA' logo and a paragraph of text: 'The promotion of exports of non-mining energy goods and services, the expansion of Colombian companies, the attraction of foreign direct investment to Colombia, the positioning of the country as a tourist destination and Colombia Country Brand, are the main axes on which PROCOLOMBIA focuses its work.' Below the text are social media icons for Twitter, Facebook, Instagram, and LinkedIn. At the bottom, there is a 'HANDOUTS' section with a PDF icon and the text 'OFERTA VIDEOJUEGOS C...' with a file size of '7.1Mb' and 'other'.

Inside PINE tool

# Virtual Exhibitor Booth


## Top menu

- Company logo
- Number of actual people on the booth
- “GO BACKSTAGE” access to live stream
- Access Analytics Rooms with “”

## Left hand side


- ¾ of the screen
- Massive promo window where banners, trailer clip and live streams are displayed

## Right hand side

- ¼ of the screen
- INFO: Logo, description, social network, call to action and handouts
- MEMBERS: List of exhibitor’s attendees, click to see profiles, send a direct message or request a meeting
- CHAT: Live chat, polls and team tag (@+name)
- MEDIA: launch trailer clip, playlist or still banner
- UP NEXT “”: schedule of all live streams planned by the exhibitor. Possible to bookmark a session and to add to agenda. Once bookmarked a reminder is sent.

Inside PINE tool

## Analytics & Lead Generation

See real-time who is on your virtual booth by clicking on “”.

Information you will see:

- Attendee full name
- Ticket Pass
- Company name
- Job title
- Number of visits
- Access to profile

You can also:

- download the data (Excel or CSV format)
- See activity for a specific day

View from PINE



The screenshot shows a web application interface titled "Analytics room". It features a table with columns for Name, Group, Company, Position, Views, and Profile. The table contains multiple rows of data, with one row highlighted in blue. On the right side of the interface, there is a sidebar with a "Report type" dropdown menu set to "Visitors list", a "Period" dropdown menu set to "All event days", and two buttons labeled "Download Excel" and "Download CSV".

Inside PINE tool

# Matchmaking

Each Business Pass in your package includes matchmaking.

This includes:

- Send, receive, accept, decline and postpone meeting requests
- Access all attendees, speakers, sponsors, partners and exhibitors at once
- Filter by “I am” or “I can offer” or “I’m looking for”
- Search and filter by company activity, platforms, tags and interests
- Switch to contact time zone when requesting a meeting
- Send a direct message
- Add a colleague to your meeting

## 5 DAYS MEETING AGENDA

Monday to Friday

00:00 am to 11:30 pm

## INTEGRATED VIDEO CONFERENCING

Meetings take place within  
PINE App



View from PINE

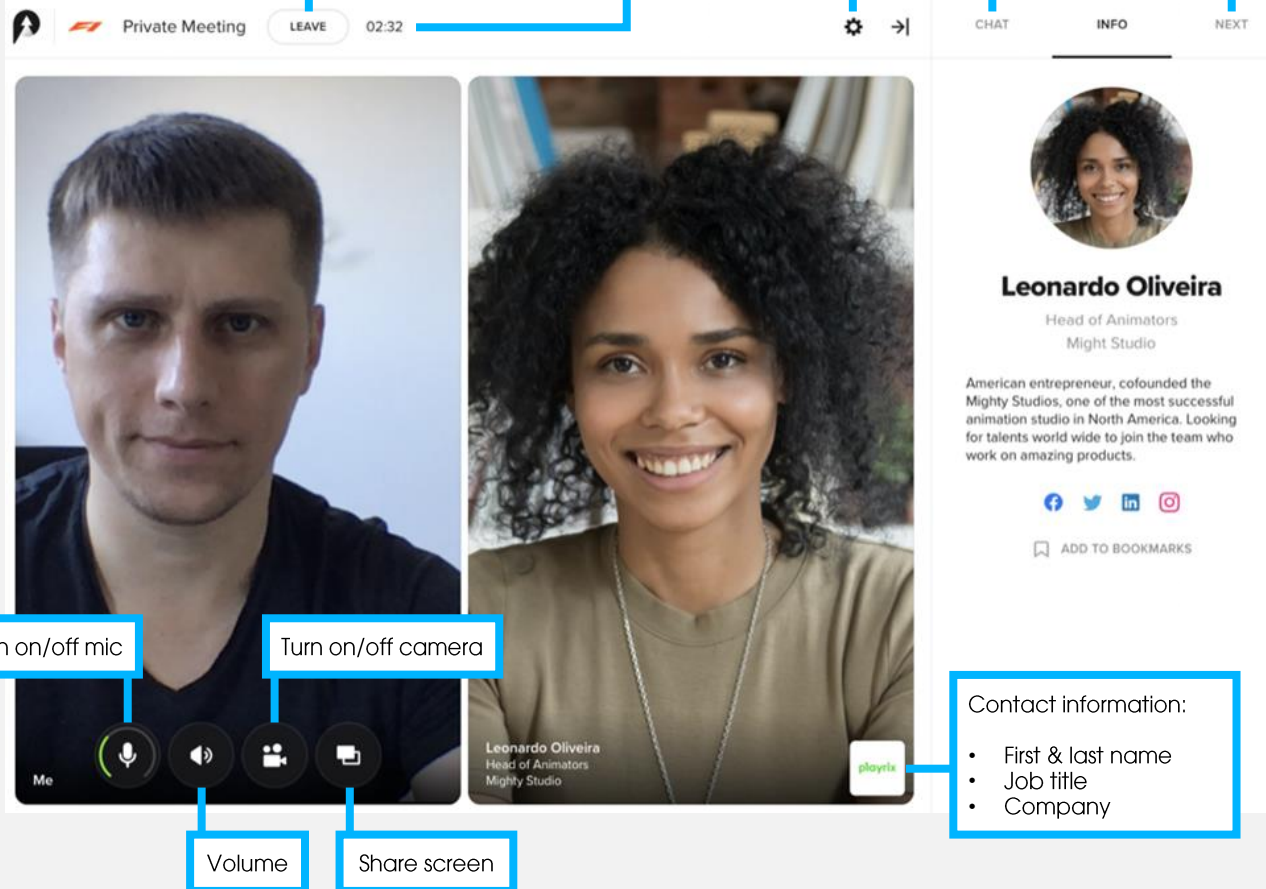
Leave the meeting

Time left in meeting

Settings

Open chat box

Go to next meeting






## Key Features

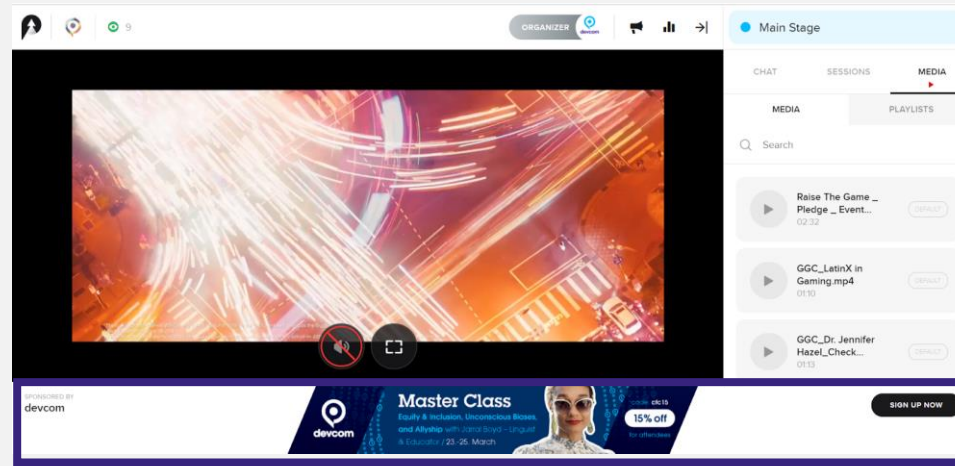
- Video call integrated – no need to download other software or exit #ddc2021!
- Add a team member or any other attendee by just typing their name
- Share screen
- Live chat
- Turn off your camera or mute your mic
- Meeting reminder (before meeting)
- Meeting timer (during meeting)
- Meeting time extension for meetings that need more than 30 min

Inside PINE tool

# PINE Subpage Banners

-  Banner on Lobby (D)
-  Banner on Event View (M)
-  Banner on My Agenda (D+M)
-  Banner on 1:1 Meeting (D)
-  Banner on Attendee Profile (D+M)
-  Banner on Program (D+M)
-  Banner on Session Details (D+M)
-  Banner on Attendee Cards (D)
-  Banner on Activity Feed (D+M)

-  Banner on Main Expo (D)
-  Banner on Q&A Rooms List (D)
-  Banner on Live Stage (D)



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# Contact us!

Have we answered all your questions?  
Do you have your own sponsorship  
ideas? Would you like to know about  
other devcom events and online  
activities?

Don't hesitate to reach out to us!



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