



devcom Developer Conference

August 23 – 27, 2021 - online

The Premier of the State of
North Rhine-Westphalia



game



devcom
Developer Conference
August 23 – 27, 2021



Special offer: Trade Organization

Join us as a Trade Organization 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 relating to the upcoming conference hosted by devcom.

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

Contents

1. About #ddc2020/21

- [Our reach and demographics](#)
- [Facts and Numbers](#)
- [Former partners](#)
- [Timeline](#)
- [Conference Program](#)
- [Business Program](#)
- [Pitch it!](#)
- [Daily Twitch Show Program](#)

2. Your Country Pavilion

- [Trade Organization Offer](#)
- [Country Pavilion Expo](#)
- [Trade Organization Space](#)
- [Virtual Booth](#)
- [Analytics & Lead Generation](#)
- [Matchmaking](#)
- [Company vs Business Packages](#)
- [Prices & Discounts](#)

3. Curate Your Experience

- [Add Content!](#)
- [Add Pitching Session!](#)
- [Add Networking Opportunities!](#)
- [Add Recruiting Opportunities!](#)
- [Add Branding!](#)
- [Host a party!](#)
- [Goodie bag sponsor](#)

4. [Contact us!](#)



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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.

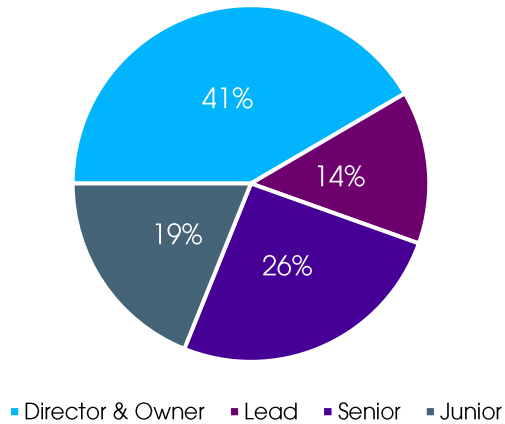
 devcom	 devcom	 devcom	 devcom	 devcom
Developer Conference	Developer Summits	Master Classes	Industry Podcast	Twitch formats



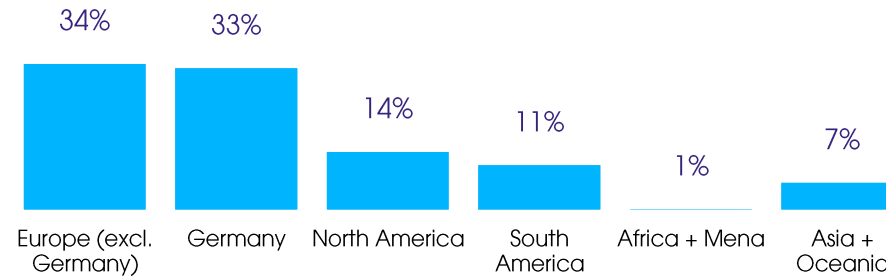
About devcom.global

Our reach and demographics

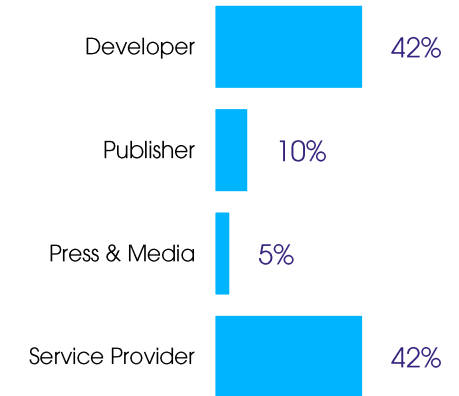
#ddc2020 attendees by seniority





#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

Former partners



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 31st
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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Your Country Pavilion

Your Country Pavilion

Trade Organization Country Pavilion Offer

- Your pavilion displayed within #ddc2021 Country Pavilion Expo
- Virtual Exhibitor Booths - Each exhibitor with Company Package has their own virtual booth within your pavilion
- Full-size banner to promote your presence within the Expo area
- Customize your country pavilion name and add a short description
- Upgrade your co-exhibitor booth banner size or use the one included in our offer
- Analytics and lead generation – connected to exhibitors' virtual booths

Your Country Pavilion

Country Pavilion Expo

- All Trade Organizations are listed on the Country Pavilion Expo.
- Access the unique Trade Organization and co-exhibitors' space when clicking on a Trade Organization banner.
- Trade Organization space is fully customizable:
 - Create categories and display your co-exhibitors per region, per activity or any other way.
 - Adjust the order of appearance of your co-exhibitors.

View from PINE



The screenshot shows the 'devcom digital conference (#ddc2020)' interface. On the left is a navigation menu with options like Lobby, Chat Groups, Virtual Stages, Breakout Rooms, and Country Pavilion Expo (which is highlighted). The main content area is titled 'Country Pavilion Expo' and displays several country-specific virtual booths:

- ukie**: UK INDUSTRY VIRTUAL BOOTH, managed by Ukie. Description: Ukie is the trade association for the UK's games and interactive entertainment industry.
- PROCOLUMBIA**: COLOMBIA. Description: The promotion of exports of high-mining energy goods and services.
- Indonesia**: Description: Through the participation in DDC 2020, the Indonesian Ministry of Tourism and Creative Economy (BKPSD) should like to explore the potentials and opportunities of Indonesian gaming industry.
- CAKRA by ITPC Hamburg**: Description: Cakra is an association focused on IP Development. The members are leading games, comic, animation, movie, music and toys.
- Belgian Games**: Description: Belgian Games, a melting pot of talent, creativity and quirkiness! Being in the heart of Europe, Belgian game companies are used to working with many different contexts, people, cultures.
- Canada Pavilion**: Description: Canada is a video game powerhouse—a world leader in video game development, animation, and visual effects.

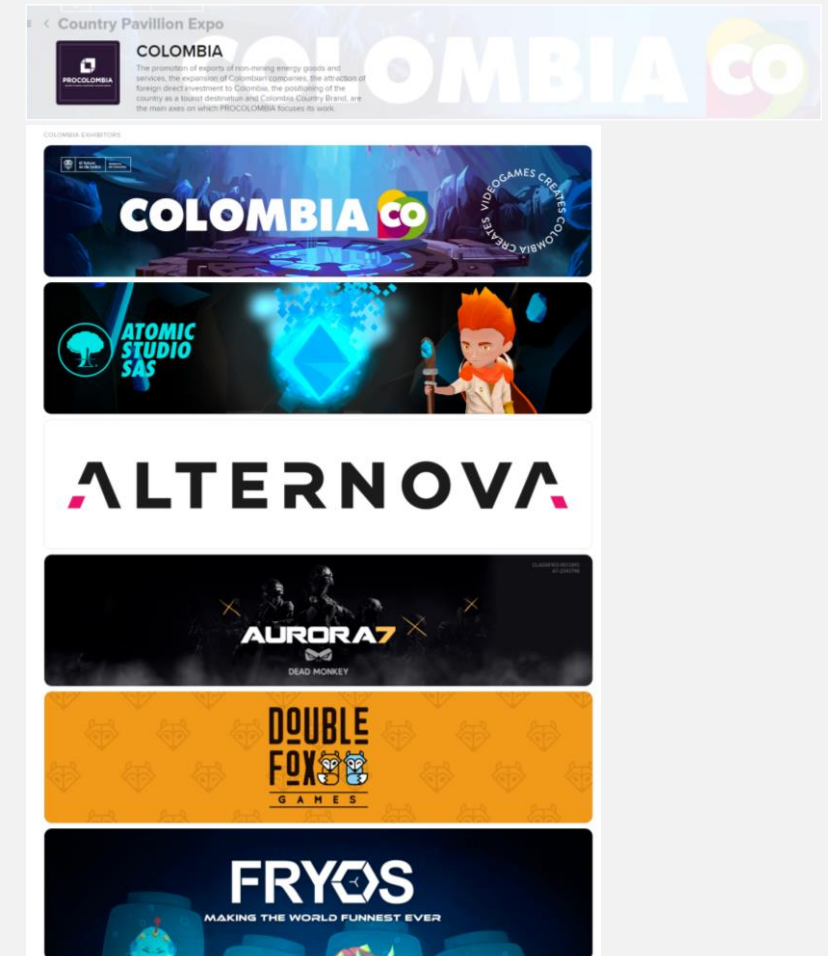
Your Country Pavilion

Trade Organization Space

- Co-exhibitor banner sizes are:
 - Tier 1, up to 5 exhibitors - 'quarter' banner
 - Tier 2, from 6 to 10 exhibitors - 'third' banner
 - Tier 3, from 11 to 15 exhibitors - 'half' banner
 - Tier 4, from 16 to 20 exhibitors - 'full' banner
 - Tier 5, more than 21 exhibitors - 'full' banner
- Booth banner upgrade possible (contact us)

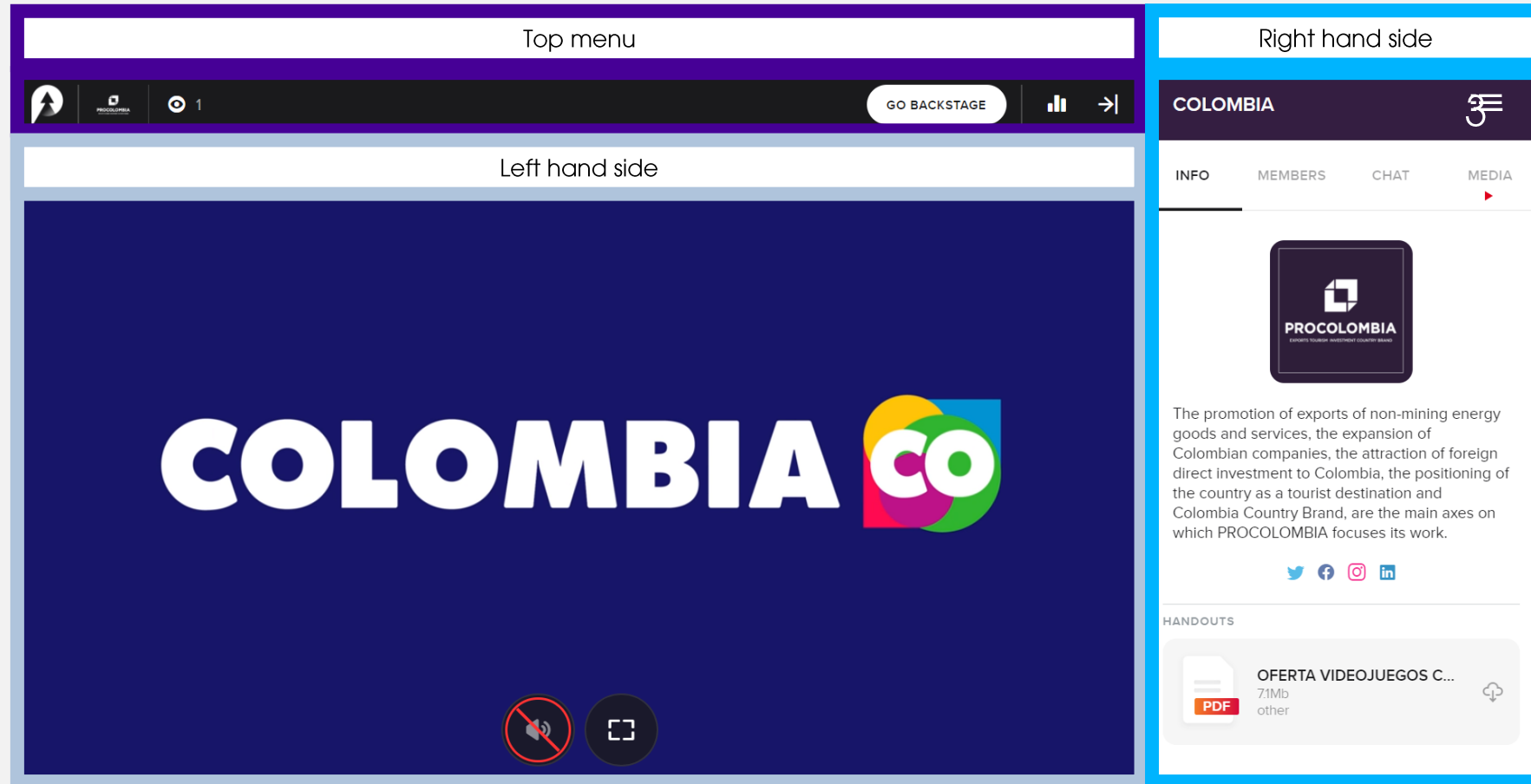


View from PINE



View from PINE

View from PINE



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

- Top menu:** A dark purple navigation bar containing a profile icon, a camera icon, a notification icon with the number '1', a 'GO BACKSTAGE' button, a bar chart icon, and a right-pointing arrow.
- Left hand side:** A large dark blue banner 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 sidebar with a dark purple header 'COLOMBIA' and a hamburger menu icon. Below the header are tabs for 'INFO', 'MEMBERS', 'CHAT', and 'MEDIA'. The main content area shows a 'PROCOLOMBIA' logo, a paragraph of text describing the organization's focus on promoting exports, expanding Colombian companies, attracting foreign investment, and positioning Colombia as a tourist destination. Below the text are social media icons for Twitter, Facebook, Instagram, and LinkedIn. A 'HANDOUTS' section at the bottom displays a PDF file named 'OFERTA VIDEOJUEGOS C...' with a size of 7.1Mb and other details.

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 displays the 'Analytics room' interface. It features a table with columns for Name, Group, Company, Position, Visits, and Profile. The table contains multiple rows of data, with one row highlighted in blue. On the right side, there is a sidebar with a 'Report type' dropdown menu set to 'Visitors list', a 'Period' dropdown menu set to 'All event days', and buttons for '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

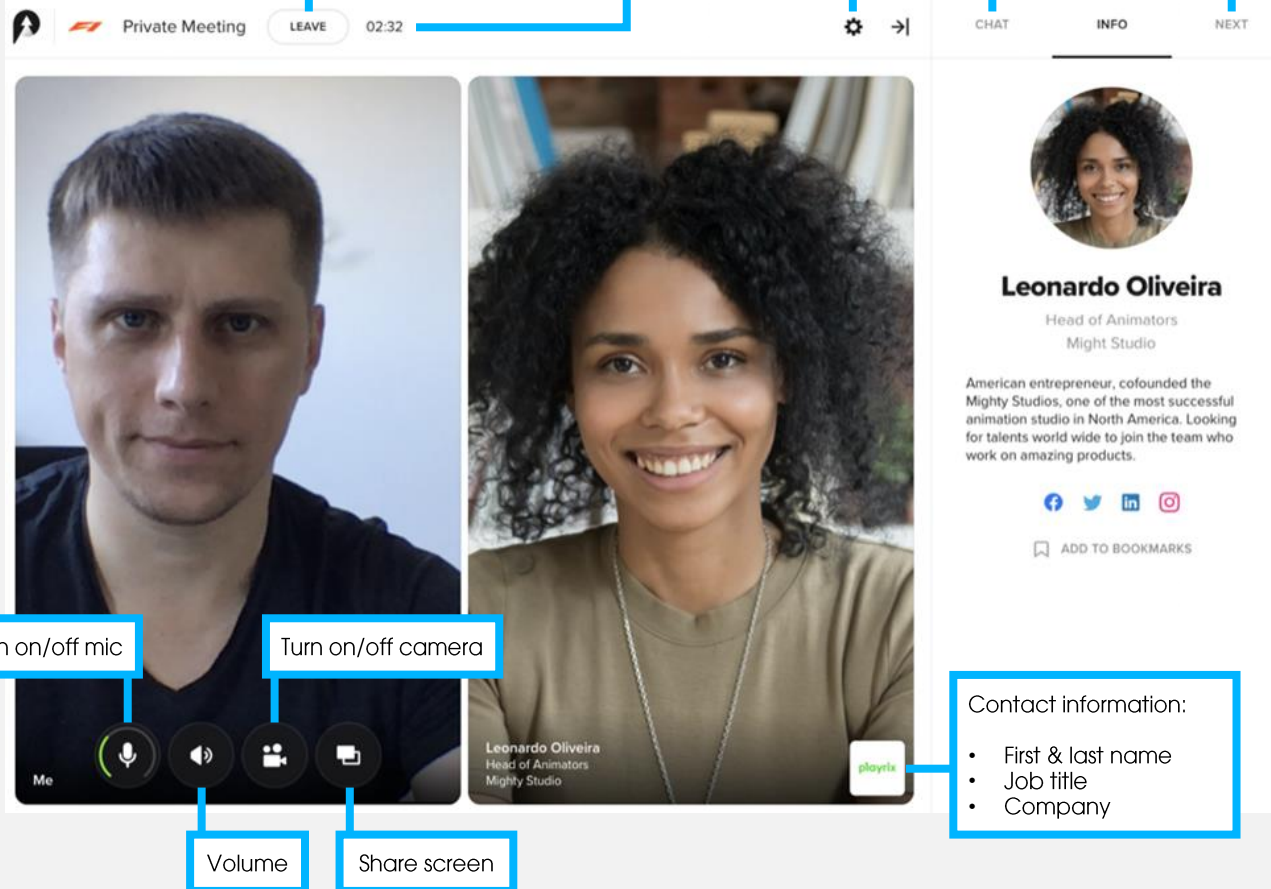
Leave the meeting

Time left in meeting

Settings

Open chat box

Go to next meeting



The screenshot shows a Zoom meeting interface. At the top, there's a header with 'Private Meeting', a 'LEAVE' button, a timer showing '02:32', and icons for settings and navigation. Below the header are two video thumbnails. The left thumbnail is labeled 'Me' and has callouts for 'Turn on/off mic' and 'Turn on/off camera'. The right thumbnail is for 'Leonardo Oliveira' and has callouts for 'Volume' and 'Share screen'. To the right of the thumbnails is a contact card for Leonardo Oliveira, with a callout for 'Contact information:'. At the bottom, there's a control bar with icons for microphone, volume, camera, and screen sharing.

Turn on/off mic

Turn on/off camera

Volume

Share screen

Contact information:


- First & last name
- Job title
- Company

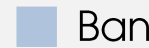
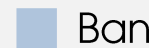
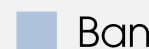
Key Features

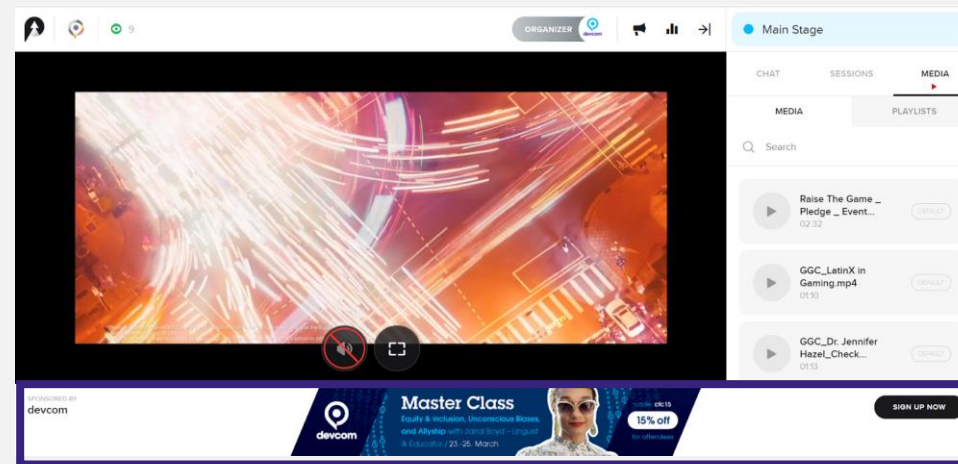
- Video call integrated – no need to download other software or exit #ddc2021!
- Add a team member or any other attendee by just typing their name
- Share screen
- Live chat
- Turn off your camera or mute your mic
- Meeting reminder (before meeting)
- Meeting timer (during meeting)
- Meeting time extension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



Our Country Pavilion Offer

Company Packages

Ideal for companies wanting to combine lead generation, meetings and promotion.

The Company Package includes:

- 4 Business Passes with unlimited matchmaking
- Post 2 job openings
- 1 virtual booth

Company Package attendees have access to:

- All talks and live Q&As
- Matchmaking
- Random Networking and all other networking activities and events
- "Pitch it!" (at registration, if developer or publisher)
- Analytics and lead-generation feature

Business Pass

Ideal for companies wanting only meetings and to attend the Developer Conference.

The Business Pass includes:

- 1 business pass with unlimited matchmaking

Business Pass holders have access to:

- All talks and live Q&As
- Matchmaking
- Random Networking and all other networking activities and events
- "Pitch it!" (at registration, if developer or publisher)

Our Country Pavilion Offer: Prices & Discounts

Company Packages

Tier	Discount	Unit Price
Tier 1: up to 5 companies	38%	1,049€
Tier 2: from 6 to 10 companies	43%	974€
Tier 3: from 11 to 15 companies	45%	929€
Tier 4: from 16 to 20 companies	49%	869€
Tier 5: more than 21 companies	53%	764€

Company Package Public Price: 1,699€

Business Pass

Tier	Discount	Unit Price
Tier 1: up to 5 companies	27%	159€
Tier 2: from 6 to 10 companies	31%	151€
Tier 3: from 11 to 15 companies	35%	143€
Tier 4: from 16 to 20 companies	36%	140€
Tier 5: more than 21 companies	38%	135€

Business Pass Public Price: 219€

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Curate your Experience

Curate Your Experience

Add Content!

- Join our international speaker line-up and present your country's game industry professionals.
- Book a demo slot in our Press Room* (individual registration only!)
- Connect with thousands of Twitch viewers and tell us more about your industry and exhibitors!
- Secure a presentation slot in our Content Creators Room* open on Wednesday 25th only (individual registration only!)

Shoutout Pack	Showtime Pack	Spotlight Pack
30min session on the Dive-In Stage	1h session on the Dive-In Stage	3h session on the Dive-In Stage
1h session on our Daily Twitch Show	3h session on our Daily Twitch Show	6h session on our Daily Twitch Show
15min demo slot in the Press Room	30min demo slot in the Press Room	45min demo slot in the Press Room
15min presentation slot in the Content Creators Room	30min presentation slot in the Content Creators Room	45min presentation slot in the Content Creators Room
3,000€	6,000€	9,000€

Curate Your Experience

Add Pitching Sessions!

- Organize a Country Pavilion Pitch Session* where your companies have 5 min to pitch to publishers
- Book an exclusive pitching slot in our Publishers Pitch Room** open on Wednesday 25th only!
(individual pitching only!)
- Ensure your developers and publishers register for “Pitch it!” the next-level developer and publisher meet-up on Friday 27th. **It’s free!** (individual registration only!)

Country Pavilion Pitch Session Tier	Total Price
Pack 1: up to 5 companies	4,800€
Pack 2: from 6 to 10 companies	9,000€
Pack 3: from 11 to 15 companies	13,200€
Pack 4: from 16 to 20 companies	16,000€
Pack 5: more than 21 companies	Contact us!

Publishers Pitch Room	Total Price
Pitch slot of 15min	1,090€
Pitch slot of 30min	1,599€



Curate Your Experience

The Networking Journey

- Make sure your client companies join 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 st)	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€

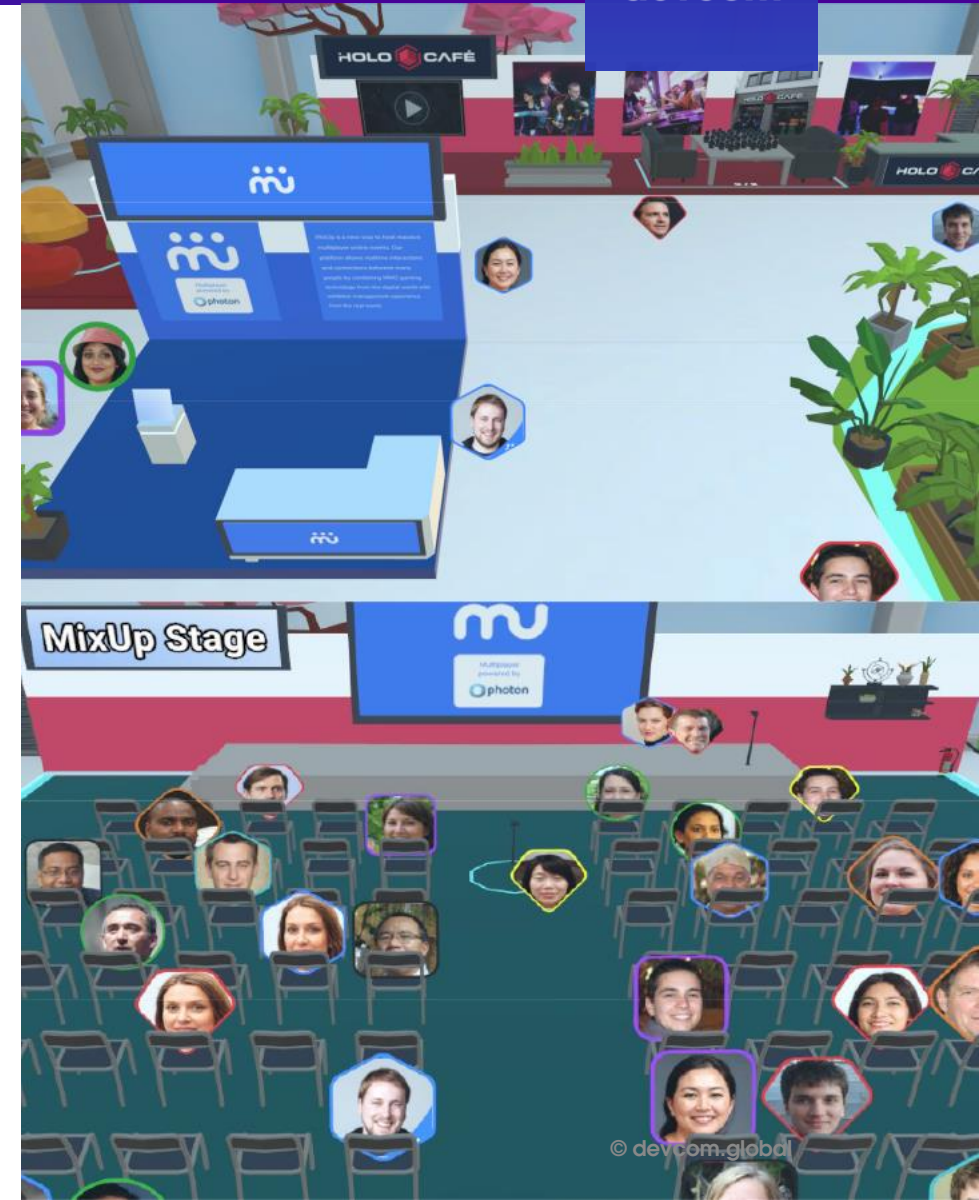
Curate your Experience

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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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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