



## SOCIAL GAMBLING CONFERENCE

28<sup>th</sup> and 29<sup>th</sup> November 2013, Dexter House, LONDON. For all sponsorship or exhibitor enquiries please contact [ian@igamingbusiness.com](mailto:ian@igamingbusiness.com) or call +44 (0) 207 9543 412

Following a successful series of Meetups around social gambling games, iGaming Business announced the first ever conference dedicated to this space in November 2012. With the support of our marketing partners and advisory board this proved phenomenally successful in attracting over 240 senior delegates from the casual and iGaming markets as well as investors, service providers and entrepreneurs.

If you are serious about being part of this rapidly expanding market it is essential you have a presence at this show.

### KEY FACTS

- Only event focusing on social gambling games
- Supported by an advisory board made up of the key stakeholders in this emerging market
- Brand extension of already successful Meetup group that attracts 130+ delegates
- Comprehensive and in-depth conference track that doesn't simply cover the norm but challenges and educates the delegates
- Excellent networking opportunities throughout the day and post event
- Over 250 senior level delegates from the casual gaming and gambling markets expected this year
- Marketing partnerships with the biggest media in the sector such as Inside Social Games

### WHY ATTEND?

The Social Gaming market is increasingly being dominated by Gambling-style games. With Zynga and other social games publishers earning huge profits on the sale of virtual chips in social gambling environments this has become **THE SEGMENT TO WATCH** in Social Gaming.

Attend this conference if you are in the Social Games space, in the iGaming Space, or if you are an investor that wants to stay on the cutting edge of where social gaming/gambling is heading.

### WHO'S COMING?

Gaming Operators, Software Suppliers, Games developers, Social Networks, Marketing Agencies, Investors, Mobile Operators, Legal Counsel, Media Consultancies, Regulators, Payment Companies,

App Developers, Lotteries

### DELEGATE COSTS

Early Bird – £399 +VAT per delegate

Standard Rate - £499 +VAT per delegate

### SPONSORSHIP PACKAGES & LEVELS

Exhibiting –Table Top Stands	£2,750
Conference Thought Leader Sponsor	£5,000 per day or £7,500 for both days
Lanyard Sponsor	£2,500
<b>Badge Sponsor</b>	<b>£2,500 SOLD</b>
Lunch Sponsor	£2,500 per day or £5,000 for both days
Early Evening Drinks Reception	£3,000
Water Sponsor	£2,500

### SPONSOR/EXHIBITOR COSTS AND OPTIONS

#### Exhibiting –Table Top Stand Package

Limited to 10 stands this is the only way to meet the delegates face to face at the same time and raise your brand awareness in this rapidly expanding and exciting market. By taking a table top stand you are genuinely able to raise your companies profile over and above your competitors and talk business.

- Meeting table plus 2 x chairs
- Space for backdrop (optional) or pop up branding
- 2 x delegate passes
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on the website
- Electricity on stand
- Wireless Internet Access at stand
- 25% discount off further passes

**Cost: £2,750**

#### Conference Thought Leader

As well as providing you with a stand to promote your business and meet clients, this sponsorship also allows you to stand out in a major way throughout the day(s) which is completely unique. By fundamentally “owning” the branding in the conference room your brand will be seen in every single conference session and by every single delegate plus with the seat drop you know the delegates will know what you do and how you can benefit their business.

- Opportunity to have 2 x roller banners in the conference room (provided by sponsor)
- Meeting table plus 2 x chairs in exhibition area

- Opportunity to distribute one approved brochure or promotional item on chairs inside the conference room
- Company logo shown on screen in conference room at breaks and in-between sessions
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on website
- Branding included on pages dedicated to the conference in the delegate guide
- 2 x delegate passes
- 25% discount on further passes

**Cost: £5,000 for one day or £7,500 for both days**

### **Lanyard Sponsor**

The lanyard sponsorship is an incredible opportunity to guarantee your brand is seen throughout the event from start to finish, and of course in the post event photographic and video coverage. Make sure you book this early as it tends to go very fast.

- Sponsor to produce and deliver custom printed neck lanyards (cordage) for badge holders
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on website
- 2 x delegate passes
- 25% discount on further passes
- 25% discount on Table Top Stand

**Cost: £2,500**

### **Badge Sponsor - SOLD**

Like the lanyard this is a sponsorship that will be booked up early as it's one of two ways to ensure your brand is seen nonstop throughout the day no matter where the delegate is. On top of this the space allocated on the badge isn't simply for a logo, you can actually create an image to have a specific message as well as brand awareness.

- Allocated space in badge holder for sponsor's own image in a primary high visibility location
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on website
- 2 x delegate passes
- 25% discount on further passes
- 25% discount on Table Top Stand

**Cost: £2,500**

### **Lunch sponsor**

The lunch sponsorship provides a great opportunity to speak directly to all the delegates about your product or service. On top of this you benefit from multiple branding opportunities to ensure delegates know exactly who you are, following the lunch. In addition by running a competition (optional) during lunch you will be able to collect the delegate's data through a business card draw.

- Exclusive sponsor of lunch

- Branded tent cards with “Lunch Sponsored by [your logo]” on each lunch table
- Sponsored signage by lunch serving area (provided by sponsor)
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on website
- Opportunity to put approved promotional literature or gift on poseur tables used for eating lunch
- Possibility for serving staff to wear a branded t-shirt or shirt (provided by sponsor)
- Opportunity to provide branded serviettes and/or cups
- Mention of sponsorship by conference chair person
- Opportunity to do a three minute “Elevator Pitch” during or prior to lunch to all delegates
- 2 x delegate passes
- 25% discount on further passes
- 25% discount on Table Top Stand

**Cost: £2,500 for one day or £5,000 for both days**

### **Evening Drinks Reception (18:00 to 19:30)**

- Logo and branding throughout the evening venue (location TBC)
- Opportunity to provide 2 x promo staff at the venue to hand out company literature
- Opportunity to put up 1 x roller banner at the venue
- Drinks reception details to appear in agenda in delegate pack with colour logo
- Drinks reception details to appear in agenda on website
- Email to delegates informing them of party the drinks reception and that you are sponsoring it
- Press release sent out via media partners announcing sponsorship and drinks reception as well
- Mention of sponsorship across social media outlets such as Facebook, twitter and industry forums.
- 2 x delegate passes
- 25% discount off further passes
- 25% discount on Table Top Stand

**Cost: £3,000**

### **Water Sponsor**

The water sponsorship is an incredible opportunity to guarantee your brand is seen throughout the event from start to finish, in being distributed throughout.

- iGaming Business to provide the water bottles
- Text description and logo in delegate guide (contact details and 50 words)
- Text description and logo on sponsors page on website
- 2 x delegate passes
- 25% discount on further passes
- 25% discount on Table Top Stand

**Cost: £2,500**