



## Sponsorship Opportunities

### YOU ARE INVITED...

... TO JOIN OVER 500 KEY DECISION MAKERS AT IGDA'S 2009 LEADERSHIP FORUM. All sponsors reap the benefits of aligning with IGDA members - the recognized leaders in game production and management. Sponsors retain their rights to the sponsorship selected year after year.

IGDA's 2008 Leadership Forum attracted over 385 TOP PRODUCERS AND MANAGERS OF GAME DEVELOPMENT TEAMS AND THE LEADING GAME DEVELOPMENT EXPERTS from industry leaders like 1st Playable Productions, 38 Studios, Bioware, Crystal Dynamics, EA, Epic Games, Foundation 9, Lucas Arts, Microsoft, Namco, Sony, Ubisoft and more. Attendees learned about best practices for producing quality games efficiently.

The Leadership Forum provides you with an opportunity to interact one-on-one with decision makers to promote the benefits of your products and services.

The IGDA is committed to advancing the careers and enhancing the lives of game developers by

connecting more than 14,000 programmers, CEO's, Executive Managers and Game Designers from around the globe with their peers, promoting professional development, and advocating on issues that affect the developer community.

**Generate the exposure and recognition your company seeks with this powerful audience.**

#### All sponsors receive:

- ◆ recognition in the conference program
- ◆ prominent recognition at event on signs
- ◆ sponsor identification for all your company representatives
- ◆ ongoing listing on the IGDA Conference Website

**Don't delay. Sponsorships** are accepted on a first-come, first-serve basis. Please contact IGDA at 856/423-2990 or [igdahq@talley.com](mailto:igdahq@talley.com) for more information.

**We look forward to welcoming you to San Francisco this Fall!**



## Sponsorship Packages

*Recognition of sponsors will begin when the contract for sponsorship is received. All sponsorship prices are in U.S. dollars.*

### Platinum Package - \$27,500

Exclusive sponsorship of the November 12th keynote session speaker!

**Pre-Forum Benefits: Recognition in the IGDA monthly newsletter (127,000 targeted contacts) and on the website for as many months in advance of the Forum as your commitment is received!**

**At the Forum Benefits:**

- Opportunity to introduce the speaker and do a two-minute “infomercial” (please, no recruitment announcements) on your product or services
- Exclusive signage featuring your logo at the opening session
- Logo on all Leadership Forum signage
- Five (5) full registrations for your employees
- One full-page ad in the Leadership Forum program
- One insert into the registration packet distributed to all attendees

### Gold Package - \$22,500

Exclusive sponsorship of the November 13th keynote speaker!

**Pre-Forum Benefits: Recognition in the IGDA monthly newsletter (127,000 targeted contacts) and on the website for as many months in advance of the Forum as your commitment is received!**

**At the Forum Benefits:**

- Opportunity to introduce the speaker and do a two-minute “infomercial” (please, no recruitment announcements) on your product or services
- Logo on all Leadership Forum signage
- Four (4) full registrations for your employees
- One full-page ad in the Leadership Forum program
- One insert into the registration packet distributed to all attendees

### Silver Package - \$13,750

Showcase your company by hosting the Continental Breakfast on Friday.

**Pre-Forum Benefits: Recognition in the IGDA monthly newsletter (127,000 targeted contacts) and on the website for as many months in advance of the Forum as your commitment is received!**

**At the Forum Benefits:**

- Logo on all Leadership Forum signage
- Three (3) full registrations for your employees
- One half-page ad in the Leadership Forum program
- One insert into the registration packet distributed to all attendees
- Exclusive sponsorship of lanyards

### Bronze Package - \$7,500

Showcase your company by hosting a Refreshment Break on Thursday. You choose AM or PM.

**Pre-Forum Benefits: Recognition in the IGDA monthly newsletter (127,000 targeted contacts) and on the website for as many months in advance of the Forum as your commitment is received!**

**At the Forum Benefits:**

- Logo on all Leadership Forum signage
- Two (2) full registrations for your employees
- One quarter-page ad in the Leadership Forum program
- One insert into the registration packet distributed to all attendees

## SPEAKER SPONSORSHIPS

Sponsor the keynote speaker on either November 12<sup>th</sup> or 13<sup>th</sup>! Sponsors receive the opportunity to introduce the speaker and do a two-minute “infomercial” on their product or service (please, no recruitment announcements). *Note: Purchase of a package will take precedence over an ala carte sponsorship.* For more information contact us by E-mail [igdahq@talley.com](mailto:igdahq@talley.com).

## AMENITY SPONSORSHIPS

**USB Memory Stick** **\$7,500**  
*Your name and company logo will be printed on these essential attendee amenities.*

**Registration Packet Insert** **\$2,000**  
*You will have the opportunity to insert one item into the conference bag given to all attendees.*

**Forum Polo Shirt**  
**Exclusive Sponsorship** **\$11,250**  
**Partial Sponsorship** **\$ 5,000**  
*Partner with IGDA and put your logo with our logo on the Forum Polo Shirt.*

**Final Program Book Advertising**  
Full-page ad **\$1,800**  
Half-page ad **\$ 950**  
Quarter-page ad **\$ 500**  
*Place your ad in the Final Program for direct exposure that attendees will see over and over again.*

## NETWORKING SPONSORSHIPS

**Exhibits/Internet Café**  
**(10) Opportunities** **\$5,000 each**  
*Sponsors will provide attendees with access to the Internet and a chance to interact with company representatives or pick up your literature. Your sponsorship includes two (2) full conference registrations, as well as a table to display your materials; signage; and recognition in the official program. \*Please note that at least one refreshment break will take place in the Exhibits/Internet Cafe’ on Thursday and Friday so attendee traffic is guaranteed!*

**Lunch Sessions**  
**(2) Exclusive Opportunities** **\$5,000 each**  
*Over 500 attendees are expected for this premier event and your company will have an exclusive opportunity to brand your organization with this key audience. Sponsorship includes: recognition on signage at the lunch; introduce the speaker; a listing in the final conference program; promotional item placement; and two (2) complimentary full conference registrations.*

**Demo Station during Refreshment Breaks**  
**(2) Opportunities** **\$2,500 each**  
*Coffee and hot tea will be provided for the attendees. Sponsors will be recognized on signage and with a listing in the final conference program. This is an*

*opportunity for you to set up your demo and mingle with the attendees.*

**Opening Night Attendee Party**  
**(4) Opportunities** **\$5,000 each**  
*Sponsorship of this Thursday night reception will bring your name in front of these thought leaders and recognized industry experts who influence decisions in their organizations. Your sponsorship includes invitations for two (2) representatives from your company in addition to the two (2) full conference registrations for a total of four (4) representatives in attendance at this special event; recognition on signage; listing in the final program; mention in the IGDA newsletter; recognition on our website; and a quarter- page ad in the final program!*

**Ancillary Event at the Hotel**  
**(1) Opportunity** **\$1,500**  
*Please contact us directly for information on the opportunity to obtain space to host your own “After Party”. Space available can hold up to 300 people! Email [igdahq@talley.com](mailto:igdahq@talley.com) for details.*



**Sponsorship Reservation Form (Please print)**

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone (include area code) \_\_\_\_\_ Email: \_\_\_\_\_

**YES! I want to become an IGDA Sponsor. I will take the following "package":**

(Please check one) **Platinum @ \$27,500    Gold @ \$22,500    Silver @ \$13,750    Bronze @ \$7,500**

**YES! I want be an IGDA Sponsor. I will take the following sponsorship:**

Keynote Speaker November 12 <sup>th</sup> .....	\$20,000	Keynote Speaker November 13 <sup>th</sup> ....	\$20,000
Opening Night Attendee Party .....	\$5,000	Ancillary Event at the Hotel .....	\$1,500

**Amenities (please check your choice)**

USB Memory Stick.....	\$ 7,500	Exclusive Sponsorship Polo Shirts...	\$11,250
Registration Insert .....	\$ 2,000	Partial Sponsorship Polo Shirts.....	\$ 5,000

**Networking (please check your choice)**

Exhibits/Internet Cafe..... (10 opportunities available!)	\$ 5,000	Luncheon 11/13 - Exclusive.....	\$ 5,000
Luncheon 11/12 - Exclusive.....	\$5,000	Demo Station @ Refreshment Break (2 opportunities available!)	\$ 2,500

**I will take an ad in the Leadership Forum Program**

Full-page Ad .....	\$ 1,800
Half-page Ad .....	\$ 950
Quarter-page Ad .....	\$ 500

**Total Amount enclosed or authorized to be charged: \$ \_\_\_\_\_**

**PAYMENT INFORMATION (check one)**

My check (payable to IGDA) is enclosed.

Please charge my credit card (check one):    Visa    MasterCard    American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**Return this form to IGDA, 19 Mantua Road, Mt. Royal, NJ, 08061, fax to 856-423-3420 or email to [igdahq@talley.com](mailto:igdahq@talley.com).**