



Georgia Game Developers Association, Inc.

Professionals @ Play™



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May 13, 2008

To All Corporations Engaging the Game Industry:

I'm very pleased to announce the return of SIEGE, October 3-5, 2008 and the return of Georgia Department of Economic Development as a leading and early sponsor of this year's event. ***Please take a moment to review the attached sponsorship opportunities and choose your level of support.*** As a non-profit trade show, 100% of the net income from the show is invested directly into our industry growth initiatives.

In the post-mortem survey of last year's inaugural event, a staggering 100% of our sponsors and participants polled said they would return in 2008. If you were one of those sponsors, take pride in the fact that your company truly took a pioneering role establishing SIEGE for the benefit of the entire southeast. This year is going to be even better. So, please give serious consideration to increasing your level of support.

In just the few short months following SIEGE 2007, our GGDA e-mail server received unprecedented numbers of inquiries about the game industry from a wide range of people. This dramatic influx of inquiries was a sure sign that SIEGE had a positive impact on our industry.

We hope that you can join us for SIEGE. It promises to be an exciting and stimulating week for all participants. We look forward to your participation at any level, and hope that you can help us make this a very memorable conference.

Respectfully,

Clinton A. Lowe
President
Georgia Game Developers Association, Inc.

GEORGIA GAME DEVELOPERS ASSOCIATION, INC.

P. O. BOX 2528, SUWANEE, GA 30024-0984

PHONE: (678) 546-5107 FAX: (678) 546-5158



SOUTHERN INTERACTIVE
ENTERTAINMENT & GAME EXPO
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EVENT SUMMARY

October 3-5, 2008

Hyatt Regency Suites NW

Marietta, GA

Georgia Game Developers Association, Inc. (GGDA) is proud to present SIEGE. This trade show is the definitive center of gravity for knowledge exchange among game industry professionals in the southeastern U.S. With a heavy focus on the industry's rising stars, entrepreneurs, game designers, artists, graduating students, AA-title-ready game studios, and new technology ventures. This conference is the place to see and be seen; the industry's largest "emerging talent spotlight".

The convention provides well-structured meet-and-greet sessions, hands-on technical demos and crash-courses, advanced seminars for business executives, access to capital advisors, individual interviews, new studio showcases, and other groundbreaking opportunities to advance your career or business, all at a price affordable to the average college student.

The SIEGE Education and Labor Fair (SELF) event will be held on Saturday to welcome high school students, parents, and employment candidates from across Georgia as we share information about educational and career opportunities.

This year, we anticipate the event will attract 400-600 professionals and students from all over the southeast. The event will take place October 3-5, 2008. The location will be the Hyatt Regency Suites NW, Marietta, GA.

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SIEGE Education & Labor Fair (SELF)

Oct. 4th, 10a-12p

Hyatt Regency Suites NW

Marietta, GA

The Southern Interactive Entertainment and Game Expo (SIEGE) invites you to take part in our Education and Labor Fair Saturday, October 3rd, at 10 AM in the Hyatt Regency Suites' main ballroom. SIEGE, in association with the Georgia Game Developers Association (GGDA) and Georgia Department of Economic Development (GDEcD), is working to bring students and professionals from across the state and throughout the southeast to SELF.

Computer and video game design, programming and art have become some of the hottest college majors offered today. This year's high school seniors grew up with games as a major part of their lives, but few students and parents are aware of the opportunities to work in the game industry. SELF provides the perfect opportunity to get your educational program or employment opportunities in front of the most concentrated gathering of students and professionals for digital entertainment in the southeast.

Who: SIEGE, GGDA, GDEcD, and you

What: SIEGE Education and Labor Fair

When: Saturday, Oct. 4th, from 10 AM until Noon
Companies requiring more time for interviews and introductions are encouraged to sponsor a hotel suite that will be registered in the event program and may be used the whole weekend.

Where: Hyatt Regency Suites, main ballroom

Why: To let high school students, parents, and employment candidates from around the Southeast meet the hottest game schools, recruiters, and employers in the region.

How: Contact us to participate.

Andrew Greenberg, SIEGE Director
678-612-4709 andrew.greenberg@ggda.org

Clinton A. Lowe, GGDA President
678-546-5107 clinton.lowe@ggda.org

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EVENT SPONSORSHIPS

Descriptions of item codes appear at end of document.

Sponsorship	Value	Benefit	Avail
Platinum Host	\$10,000	<ul style="list-style-type: none"> • Sponsorship and recognition at (choose one): <ul style="list-style-type: none"> A. Friday Night Party [#01] B. Saturday Lunch [#02] • SIEGE Education & Labor Fair Booth [#10] • Logo on website [#20A] • Logo on print materials [#21A] • Ten (10) 3-day event passes [#30] • Five (5) T-Shirts [#40] 	2
Gold Track	\$5,000	<ul style="list-style-type: none"> • Sponsorship and recognition at (choose one): <ul style="list-style-type: none"> A. Event Parking [#03] B. VIP Party [#04] C. Registration Area & Attendee Badges [#05] • Sponsorship of and/or ability to arrange one track (<=5 sessions) [#11] • SIEGE Education & Labor Fair Booth [#10] • Logo on website [#21B] • Logo on print materials [#21B] • Five (5) 3-day event passes [#30] • Two (2) T-Shirts [#40] 	3
Silver Session	\$2,000	<ul style="list-style-type: none"> • Sponsorship of and recognition at 1 of 6 coffee breaks. [#06] • Sponsorship of one session; ability to arrange one session. [#12] • SIEGE Education & Labor Fair Booth [#10] • Logo on website [#21C] • Logo on print materials [#21C] • Two (2) 3-day event passes [#30] • One (1) T-Shirt [#40] 	6
Press Room	\$2,000	<ul style="list-style-type: none"> • Logo on website [#21C] • Logo on print materials [#21C] • Two (2) 3-day event passes [#30] • One (1) T-Shirt [#40] 	1
Speaker Lounge	\$2,500	<ul style="list-style-type: none"> • Branding for attendee lounge, napkins, table tents, and signage. • <i><Requires approval from conference director></i> • Two (2) 3-day event passes [#30] • One (1) T-Shirt [#40] 	1

Sold Out

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Sponsorship	Value	Benefit	Avail
SIEGE Warz	\$5,000	<ul style="list-style-type: none"> • Opportunity for custom-tailored outreach to consumer market. Call for details: 678-546-5107, Clinton. Lowe • Logo on website [#21B] • Logo on print materials [#21B] • Two (2) 3-day event passes [#30] • Two (2) T-Shirts [#40] 	5
Lanyards	\$1,500 or \$250	<ul style="list-style-type: none"> • Company logo on lanyards. • Cost of this sponsorship reduced to \$250 if the sponsor supplies the lanyards. • One (1) 3-day event pass [#30] • DEADLINE: Must be delivered by Friday, September 19th. 	1
Swag Bags	\$2000 or \$500	<ul style="list-style-type: none"> • Company logo and/or message printed on event swag bags. • Cost of sponsorship is reduced to \$500 if the sponsor supplies the bags. • One (1) 3-day event pass [#30] • DEADLINE: Must be delivered by Friday, September 19th. 	1
Bag Insert	\$250	<ul style="list-style-type: none"> • Our volunteer bag stuffers will assure that your swag reaches every attendee. • DEADLINE: Must be delivered by Friday, September 19th. 	30
SELF Booth	\$500	<ul style="list-style-type: none"> • SIEGE Education & Labor Fair Booth [#10] 	8
Hotel Suite	\$150+ \$225/night	<ul style="list-style-type: none"> • Suite location recognized in program listing & signage during "suite crawl". • Hassle-free check-in/out. Skip the hotel lobby. Your room key will be held at the SIEGE registration desk with your badge. 	6
Hotel Rooms	\$150/night	<ul style="list-style-type: none"> • Hassle-free check-in/out. Skip the hotel lobby. Your room key will be held at the SIEGE registration desk with your badge. 	20
T-Shirts	\$1,500	<ul style="list-style-type: none"> • Quantity: 200 – Includes 35 Staff Shirts & 165 Attendee / Give-Away Shirts • Back of t-shirt will sport three spaces for logos. • Exclusive branding of t-shirts is just \$3,500. • DEADLINE: Must be delivered by Friday, September 19th. 	3
Press Room	\$2,500	<ul style="list-style-type: none"> • Place your logo on the pressroom. Hang a banner or place knick-knacks to promote your presence. • Get exclusive assistance setting up introductions and interviews. • Two (2) 3-Day Press Passes. 	1
Event Program		Deadline for print inclusion is Sept. 1st A minimum run of 600 programs will be produced.	
Listing	\$100	<ul style="list-style-type: none"> • Company information placed in business directory section. • Includes logo [120x90 JPG], name, address, website, phone, and 50-words. • Only \$50 with purchase of an advertisement space. 	N/A
¼ Page Ad	\$200	<ul style="list-style-type: none"> • Ad Size: 3.35" x 4.75" 	N/A
½ Page Ad	\$300	<ul style="list-style-type: none"> • Ad Size: 7.00" x 4.75" 	N/A
Full Page Ad	\$400	<ul style="list-style-type: none"> • Ad Size: 7.00" x 9.50" 	N/A
Back Cover	\$750	<ul style="list-style-type: none"> • Ad Size: 7.00" x 9.50" 	1
Extra Copies	varies	<ul style="list-style-type: none"> • Colleges, high schools, associations, and press may request extra prints of the event program for independent distribution. 	N/A

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P H O N E : (6 7 8) 5 4 6 - 5 1 0 7 F A X : (6 7 8) 5 4 6 - 5 1 5 8



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IMPORTANT NOTES:

- All sponsors receive recognition in the program book, which all attendees receive during registration.
- Sponsors of receptions and banquets, whether in total or in part, are recognized at the event through signs and podium mentions.
- The event website will remain live year-round to promote our sponsors as much as possible until the site is updated for the subsequent annual event. Previous year websites will be archived and link-referenced for posterity.
- The event program will be stored electronically for download throughout the year for those unable to attend and other interested parties.
- All purchases of \$5,000 or more will receive two complimentary passes to the VIP party.

Have another idea? Unique sponsorship opportunities can be arranged.

For more information, or to request an invoice, please contact:
sponsors@siegecon.net

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CODE #	DESCRIPTION
Special Events / Placements	
01	Friday Night Party The Friday (Opening) Night Party is the single best opportunity to engage the majority of event goers in a casual, meet and greet environment. The Friday Night Party sponsor may take advantage of liberal “mic time” to engage the attendees. This sponsor may also distribute information or swag to attendees as they enter the party.
02	Saturday Lunch Saturday Lunch is a great opportunity to feed the hearts, minds, and stomachs of the attendees. Beyond brand recognition and association with food, the Saturday Lunch sponsor may present hand-delivered information or swag to the attendees as they wind through the service queue.
03	Event Parking Event Parking sponsorship offers signage at key parking area entrances and exits as well as walkways.
04	VIP Party Located in the GGDA suite on Saturday night, this invitation-only, limited space party is reserved for the movers and shakers of the game industry.
05	Registration Area & Attendee Badges The sponsor of the registration area and attendee badges receives 100% attendee coverage with high visibility through signage in the registration area and branding of the attendee badges.
06	Coffee / Caffeine Breaks Break sponsors receive on-table and/or near-table signage and a “shout-out” announcement from the SIEGE Director.
Programming	
10	SIEGE Education & Labor Fair (SELF) Booth 10' x10' floor space, 2 skirted 6' tables, 2 chairs Setup 9-10am. Break down 12-1pm.
11	Track Sponsorship Up to five (5) session sponsorships as described in #12 below. Signage at the door of a specific breakout room throughout the event.
12	Session Sponsorship Freedom to select the topic and speaker for a specific breakout session. Sponsor announcement (shout-out) at the start of the session.

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CODE #	DESCRIPTION
Branding	
20	Logo on Website Sizes A, B, C, D related to level of sponsorship.
21	Logo in Print Materials Sizes A, B, C, D related to level of sponsorship.
Event Passes	
30	3-Day Event Pass Admits one person to all three days of SIEGE. Permits access to all events except VIP Party. Includes a lunch ticket for Saturday.
31	1-Day Event Pass Admits one person to any one day of SIEGE. Permits access to all events except VIP Party on the day of admission. Does NOT include Saturday lunch.
Miscellaneous	
40	T-Shirts <i>This item is conditional upon the participation of a T-shirt sponsor and the availability of desired shirt sizes.</i> One official attendee event T-shirt.

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