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EARLY-BIRD PRICES FOR 12ᵗʰ ANNUAL SIEGE EXTENDED TO AUG. 7
"Survive and Thrive" Is Theme for Game Development Conference

ATLANTA – **(July 31, 2018**) – The Georgia Game Developers Association today extended early registration prices until Aug. 7 for the 11th annual Southern Interactive Entertainment and Game Expo (SIEGE, www.siegecon.net). Set for October 5 - 7 in Atlanta, SIEGE is the largest professional game development conference in the South, with tracks addressing game design, programming, art, audio, business, and serious games.

"When we migrated to a new web site this month, GGDA members had trouble registering for SIEGE," said Andrew Greenberg, SIEGE conference director. "To make up for this, we are keeping the best deal in game development going for an extra week."

Described as the most affordable professional game development conference in the United States, SIEGE 2018 is bringing industry leaders like Extra Credits' James Portnow, innovative game designers like Tripwire Interactive, leading esports companies like Hi-Rez Studios together for a full weekend of workshops, panels, networking events and more. Past speakers have included Atari founder Nolan Bushnell, EA Chief Creative Director Richard Hilleman, Myst creator Rand Miller and others.

Early registration student tickets are $24.95 for GGDA members and $44.95 for non-member students. Professional passes are $44.95 for GGDA members and $64.95 for non-members. "We made a point of holding the line on prices this year," said Greenberg. "A number of other conferences have been forced to raise their prices, but we are ensuring that our members get the greatest value for their money."

Announced sessions include Ian Schreiber's popular "Game Design Improv"; "Collaboration Techniques"; "Launching Indie Games on Steam"; "Alexa, How Can You Make Me Money?"; and even "Innovative Designs for Board Games". Other events include a college fair for high school students, a career fair for people looking to break into the industry, and the Silv-E awards for independent game developers.

Taking place in Atlanta, SIEGE is the largest professional game development conference in the Southern United States. Since 2007, SIEGE has featured leading figures from the industry and has hosted panels reflecting a wide spectrum of the game production industry, including artists, programmers, designers, investors, writers, teachers and business executives. The event also showcases a College Fair for high school students and a Game Studio Investment Conference.

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