

Southern Interactive Entertainment & Game Expo



SIEGE is the largest game industry event in the Southeastern United States. This year the Georgia Game Developers Association plans to host more than 1000 attendees, two keynotes by prominent industry veterans, over 50 sessions, and more than 15 networking events. Our College Fair is expected to attract more than 600 high school students, and our Career Fair attracts hundreds of developers, students and esports players. Find more info at https://drive.google.com/file/d/0BycLIK5g_DWmNGZva2lRQTRhT0k/view

When: October 4-7, 2018

Where: Atlanta Marriott NW, 200 Interstate Parkway, Atlanta, GA

What is included at all levels:

- Promotion on SIEGE website and program.
- First rights to the same promotional opportunity next year.
- Bag inserts for Platinum, Gold, & Silver sponsors for both regular and VIP bags.

Platinum Sponsors:

- 5 VIP passes
- 20 three-day passes
- 8x8 expo or college fair booth
- 1 full-page ad in program
- Logo on all print materials

Gold Sponsors:

- 2 VIP passes
- 10 three-day passes
- 1 half-page ad in program
- Inclusion in at least 1 press release
- Logo on most print materials

Silver Sponsors:

- 1 VIP pass
- 5 three-day passes
- Logo on most print materials

Group Rates (groups of 10 or more)

Members: Professionals: \$45; Students \$40

Non-members: Professionals: \$65; Students: \$55. *Must be booked by Sept. 15*

Sponsorship Opportunities

| Description | Tier | Member | Non-Member |
|--|----------|----------|------------|
| Opening Party (Fri) | Platinum | \$15,000 | \$18,000 |
| Networking Lunch (Sat) | Platinum | \$15,000 | \$18,000 |
| VIP Dinner | Platinum | \$15,000 | \$18,000 |
| Sunday Brunch | Platinum | \$12,000 | \$15,000 |
| VIP & Member Party | Gold | \$8,000 | \$10,000 |
| VIP Guest Bag | Gold | \$8,000 | \$10,000 |
| VIP Bag Insert | | \$800 | \$1,000 |
| Registration | Gold | \$8,000 | \$10,000 |
| Lanyard Sponsor | Gold | \$8,000 | \$10,000 |
| Badge Insert | Gold | \$8,000 | \$10,000 |
| Bag Sponsor | Gold | \$8,000 | \$10,000 |
| Audio Sponsor | Gold | \$8,000 | \$10,000 |
| Video Sponsor | Gold | \$8,000 | \$10,000 |
| Keynote Sponsor | Gold | \$8,000 | \$10,000 |
| Training Day | Gold | \$8,000 | \$10,000 |
| T-Shirt | Gold | \$8,000 | \$10,000 |
| Track Sponsorship | Silver | \$4,000 | \$6,000 |
| Saturday Night Concert | Silver | \$4,000 | \$6,000 |
| Parking & Street Signage | Silver | \$4,000 | \$6,000 |
| Lobby & Elevator Signage | Silver | \$4,000 | \$6,000 |
| Press/Speaker Room | Silver | \$4,000 | \$6,000 |
| Coffee Break | Silver | \$4,000 | \$6,000 |
| Branded Bottled Water | Silver | \$4,000 | \$6,000 |
| Session Sponsor | | \$1,000 | \$1,250 |
| Hall Sponsor (6'-8' standup banner) | | \$1,000 | \$1,250 |
| Suite Party | | \$750 | \$1,000 |
| Suite Party Listing Only | | \$250 | \$250 |

Booth & Expo Hall

| Description | Size | Member | Non-Member |
|-------------------------------|-------|---------|------------|
| College or Career Fair | 20x15 | \$2,000 | \$3,000 |
| College or Career Fair | 10x10 | \$750 | \$1,000 |
| Exhibit Hall | 15x10 | \$3,000 | \$3,750 |
| Exhibit Hall | 10x10 | \$1000 | \$1,250 |

Program Advertising

| | Member | Non-Member |
|---------------------|---------|------------|
| Back Cover | \$1,000 | \$1,250 |
| Full-page Ad | \$500 | \$625 |
| Half-page Ad | \$250 | \$325 |