



www.siegecon.net

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Thank you for your interest in our 16th annual Game Development & Esports College Fair, held Nov. 3, 2022 at the Kennesaw State University Conference Center. If you have attended in the past, you know what a great opportunity this is for colleges, universities and related institutions. Our SIEGE college fairs generally attract 600 – 1000 high school students, with highs of more than 1,000 attendees. This year we anticipate 750 attendees from around the state. While most students come from Atlanta, Cobb County and Gwinnett County, we attract high schools from as far away as Athens, Macon and Winder.

In addition to having a booth at the college fair, sponsors have numerous other opportunities to highlight their organizations and opportunities. We offer numerous options for presentations, advertising, bus sponsorships and more, with the most popular listed below. You can also combine your college fair sponsorship with other SIEGE sponsorships, and we are glad to work out sponsorship packages that fit your organization's unique needs.

**College fair booths** range from \$750 - \$3,000, and GGDA member institutions receive a discount. Academic memberships in the GGDA are available for \$1,000 and offer significant benefits. Please contact us to discuss opportunities.

**20x15 Booth.** \$3,000. Each comes with four tables, eight chairs, electricity, internet access, a trash can and pipe and drape. \$2,500 for GGDA member institutions.

**10x10 College Fair Booth.** \$1,000. Each comes with a table, electricity, internet access, two chairs, a trash can and pipe and drape. \$750 for GGDA member institutions.

**College Fair Presentation.** \$500. The College Fair's STE(A)M and esports sessions are some of the main reasons high schools attend, and this gives your representatives the chance to present 2 – 4 times to large groups of attending students. \$400 for GGDA member institutions.

**Full page B&W ad in program.** \$1,000. Each student gets a program that lists exhibitors and sponsored sessions. \$800 for GGDA member institutions.

**¼ - page ad in program.** \$250. Each student gets a program listing exhibitors and sponsored sessions. \$200 for GGDA member institutions.

**Water bottle sponsor.** \$5,000. Every attendee, be it student, teacher, parent or bus driver, receives a bottle of water with your logo and web site clearly visible. \$4,000 for GGDA member institutions.

**Bus sponsors.** \$300. Travel budgets at many high schools have been slashed, and bus sponsorships make a big difference for many of them. The school whose students arrive on the bus you sponsor will be notified in advance, and we will send them your promotional materials before the college fair.