

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 & Career Fair is expected to attract more than 400 high school students, while our Investment Conference lets studios pitch to investors. Find more info at https://drive.google.com/file/d/0BycLIK5g_DWmNGZva2lRQTRhT0k/view

When: October 6-9, 2016

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 & Career Fair	20x15	\$2,000	\$3,000
College & 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