



# GAME ON AT IBC

## SPOTLIGHT ON GAMING AND ESPORTS SPONSORSHIP PACKAGES

Following the successful launch of IBC's esports showcase in 2019, IBC will be demonstrating the continued convergence of gaming and traditional media at IBC2023 through a range of different channels and initiatives.

IBC2023 will put a spotlight on both gaming and esports which will include curated tours of esports based technology throughout the showfloor.

On Monday 18th September, the Showcase Theatre in Hall 12 will host a series of dedicated gaming and esports panel discussions and case studies.

The day will consist of:

- Networking breakfast
- Dynamic panel discussions with gaming experts
- Exclusive market insights from leading technology research group, Omdia
- Roundtable
- Esports curated Tech Tour



For sponsorship enquiries please email [BEwles@ibc.org](mailto:BEwles@ibc.org) or visit [show.ibc.org](http://show.ibc.org) for further information.



## HEADLINE SPONSOR PACKAGE – £25,000

Inclusion in all tours
Up to 12sqm space within the esports zone
Tech Partner Area
1 x solus email to targeted database
1 x inclusion in Reasons to Attend IBC email to IBC database (c100,000)
1 x mention in esports specific press release to be distributed in August
Pre-event meeting with tour guide
Extended tour stops/demos
Branding and 150-word company description on esports/gaming webpage
Headliner branding position in all esports/gaming pre-event marketing and onsite, including social
Panel speaking session on Showcase Theatre Gaming & esports programme
Breakfast networking sponsors – branding/company logo to feature on the screen at the breakfast networking.

## ESPORTS CURATED TECH TOURS

Taking place across the show, IBC will launch 2 dedicated tours of the showfloor to highlight the broad range of esports based technology from across the supply chain.

Produced by an industry specialist, the tours will take registered attendees on a journey through IBC's Exhibition Floor to discover the latest tech trends and products enabling the continued phenomenal growth of esports.

## ESPORTS CURATED TOURS PACKAGES

	STANDARD STOP – FREE	EXTENDED TOUR STOP – £3,500
Pre-event meeting with tour guide	●	●
5-minute tour stop	●	
10-minute tour stop		●
Company listing on tour webpage	●	●
Branding and description on pre-event marketing and onsite, including social		●
Spotlight position in pre-event marketing and onsite, including social		●
Branding on screen at the introduction talk of the tour and info screens on the show floor at IBC2023		●

## ESPORTS SHOWCASE THEATRE SESSIONS – MONDAY 18TH SEPTEMBER

These dedicated sessions are designed to show attendees how to reap the untapped benefits of a converging gaming and TV & film sector and explain in more detail the size of the opportunity.

The goal of these sessions is to look at the most exciting developments at the intersection of gaming and media and what we can expect in the future.

Here's a taster of what we'll cover:

- Growth in gaming: All you need to know about top gaming trends
- Is in-game advertising a game-changer?
- Blurred lines: Gaming & film tech fusion
- What is the long-term vision for esports

	BREAKFAST NETWORKING SPONSOR – £10,000	PANEL SPONSOR – £7,500
Branding on pre-event marketing and onsite, including social	●	●
Branding on IBC esports/gaming webpage	●	●
Welcome address	●	
VIP invites for up to 6 x staff / customers	●	
Branding/company logo to feature on the screen at the networking event	●	●
Inclusion on 1 x panel session		●

## IBC2023 ESPORTS ZONE POWERED BY UNLOCKED

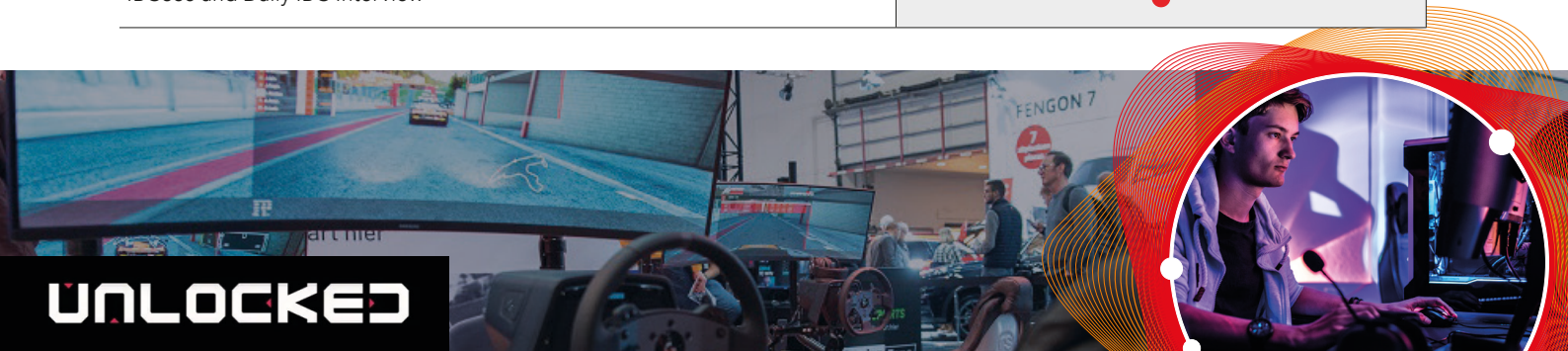
The centre piece of IBC2023's focus on gaming and esports will be the IBC2023 esports zone being staged in Hall 8.

The global esports market is valued at \$1.5 billion and forecast to grow by 20% CAGR until 2030. The IBC esports zone powered by Unlocked will show you the very latest in esports production. Bring yourself up to speed with this exciting media sector by hearing from and meeting leading esports experts Unlocked as they lead you through the

workflows and production techniques that are behind this staggering growth.

The esports zone is designed to be an immersive and interactive experience for all attendees - offering sponsors unrivalled visibility and coverage. Situated at the back of Hall 8 this is an unmissable destination on the IBC journey this year and one that will guarantee your brand the highest possible profile.

	HEADLINE SPONSOR – £30,000
Pre-event Marketing/ PR and onsite including social	●
Branding on info screens across the esports zone	●
Opportunity to give a short welcome message on the stage	●
Opportunity to do a short welcome message in the networking area	●
IBC365 and Daily IBC Interview	●



**UNLOCKED**