

# MOBILE GAME ASIA

KUALA LUMPUR • MALAYSIA

July 13-14, 2016

**GMGC**  
Global Mobile Game Confederation

## Mobile Game Asia 13 – 14 July 2016

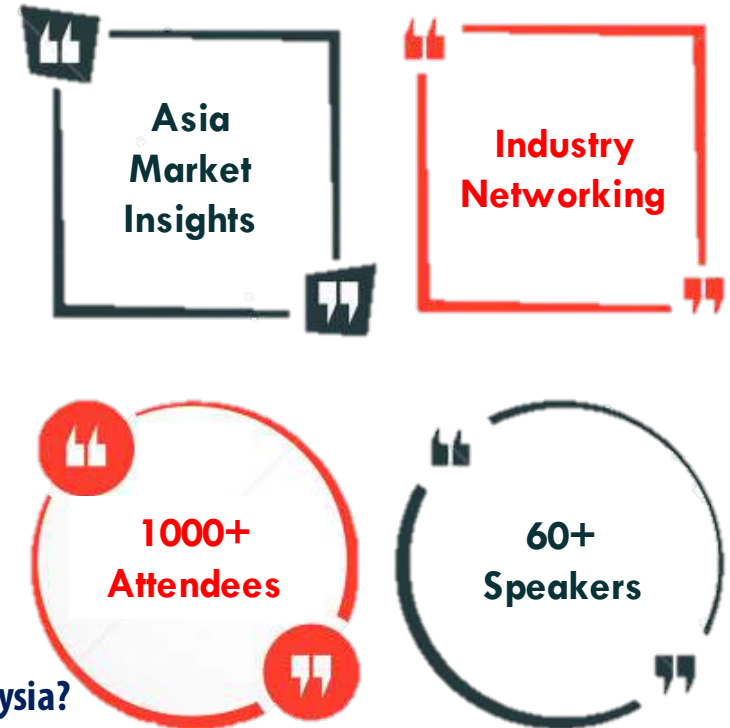
Following our **Mobile Game Asia** success in Bangkok, Singapore and Ho Chi Minh City, we are once again bringing together the top minds in mobile gaming from all over Asia. This time, **Global Mobile Game Confederation (GMGC)** is hosting Mobile Game Asia in capital city of Malaysia - **Kuala Lumpur, Berjaya Times Square Hotel**, where we will merge the world gaming industry and local development community on the rise!

This conference will inform you of the latest trends in the mobile gaming industry covering hot topics such as user acquisition, monetization, retention, global PR, and of course game design and production. Across these two days we will introduce you to the people, trends, and future of the global mobile game industry with a specific emphasis on the rising South East Asian Markets with Malaysia at its center.

Join us in meeting Malaysia's industry players, while creating new partnerships and learning more about South East Asia's dynamic mobile game markets!

### What to Expect?

- Keynotes and panel speaker sessions on key Asian markets
- Close interactions w/ Malaysia-based developers and studios
- Indie Pitch Arena competition where developers battle it out with their best game ideas
- Coffee breaks and networking sessions
- Official Party, VIP Welcome Dinner and Badge Pick Up party, Official After Party
- B2B & Developer Exhibition
- Biz - Match



### Why Malaysia?

- Malaysia – One of Asia's Most Thriving Mobile Markets
- Southeast Asia is the home to over 600 million potential gamers & expanding economies
- Malaysia has the second highest smart phone penetration in Southeast Asia
- Majority of game companies (61%) involved in the industry being game developers



## Our Previous Sponsors



divmob



Tapjoy



MADhouse  
亿动广告传媒



HALO



MOL™  
Money Online



sohagame



POKKT



UNG embracing challenges





## Sponsorship Opportunities

Whether you're looking to recruit, promote your game, or find the right partner in a new market, Mobile Game Asia is a great opportunity to reach out to your target audience. Here are the various sponsorship options available to companies..

### Diamond Sponsor



**\$20,000 USD**

#### Premium Exposure

- 1 Keynote Speech at Main Stage
- 15-sec. video ad at Main Stage during intermissions
- Two 9m<sup>2</sup> booths (18 m<sup>2</sup> total) including shell scheme
- 1 dedicated paragraph in e-newsletter

#### Exposure

- 2-page advertisement in conference booklet
- Prominent logo display: floor plan, e-newsletters, booklet, welcome board, Main Stage backdrops, conference tote bags, attendee badges, conference website
- 1 page promotional flyer in conference tote bag (Provided by sponsor)

#### Event Passes

- 3 VIP
- 5 Advanced
- 40 Regular



Kuala Lumpur is a paradise for milk tea lovers. If you love to sit on the street and drink hot milk tea – you will love KL. Milk tea in Malaysia is called Teh Tarik and you can find it anywhere.







## Gold Sponsor



**\$12,000 USD**

### Premium Exposure

- 1 Keynote Speech at Main Stage
- 9m<sup>2</sup> booth including shell scheme

### Exposure

- 1 page advertisement in conference booklet
- Prominent logo display: floor plan, e-newsletters, booklet, welcome board, conference tote bags, conference website
- 1 page promotional flyer in conference tote bag (provided by sponsor)

### Event Passes

- 2 VIP
- 2 Advanced
- 20 Regular

## Silver Sponsor



**\$8,000 USD**

### Premium Exposure

- 1 Panelist Slot

### Exposure

- 1/2-page advertisement in conference booklet
- Prominent logo display: floor plan, e-newsletters, booklet, welcome board, Main Stage backdrops, conference tote bags, attendee badges, conference website
- 1 page promotional flyer in conference tote bag (Provided by sponsor)

### Event Passes

- 1 VIP
- 1 Advanced
- 5 Regular



## VIP Welcome Dinner + Meet & Greet Sponsor

**\$9,000 USD**

After the VIP Welcome Dinner the doors will open for the "Meet & Greet" event (VIP + Advanced pass holders)

### Premium Exposure

- Welcome speech
- Standing banner on-site (Provided by sponsor)

### Exposure

- Prominent logo display: e-newsletters, booklet, welcome board, conference website, conference tote bags, on-site VIP Welcome Dinner
- 1 page ad in conference booklet
- Promotional flyer in conference tote bag (Provided by sponsor)

### Event Passes

- 2 VIP
- 2 Advanced
- 10 Regular

## Official After Party Sponsor

**\$7,500 USD**

### Premium Exposure

- Mentions on Main Stage and Indie Pitch Arena stage throughout the day
- Welcome speech
- Two standing banners at the Official After Party (Provided by sponsor)
- Optional: provide gifts for lucky draws at the Official After Party

### Exposure

- Prominent logo display: e-newsletters, booklet, welcome board, conference website, conference tote bags, onsite at the Official After Party
- 1 page ad in conference booklet
- Promotional flyer in conference tote bag (Provided by sponsor)

### Event Passes

- 1 VIP
- 2 Advanced
- 10 Regular



## Indie Pitch Arena Sponsor

**\$9,000 USD**

### Premium Exposure

- Opening speech at the Indie Pitch Arena
- 30-sec. video ad during intermissions
- 1 judge position
- Optional: provide gifts for the Indie Pitch Arena contestants

### Exposure

- Indie Pitch Arena Sponsored By \*sponsor name\*\* on all related materials
- Prominent logo display: e-newsletters, booklet, welcome board, conference tote bags, IPA stage backdrops & screen, conference website
- 1 page ad in conference booklet
- 1 page promotional flyer in conference tote bag (provided by sponsor)

### Event Passes

- 2 VIP
- 3 Advanced
- 20 Regular

## Coffee Break Sponsor

**\$7,500 USD** *Exclusive!*

### Premium Exposure

- Exclusive logo placement on VIP Coffee Break banners
- Exclusive logo placement on 2,000 coffee cups

### Exposure

- Prominent logo display: e-newsletters, booklet, welcome board, conference website, conference tote bags
- 1 page ad in conference booklet
- Promotional flyer in conference tote bag (Provided by sponsor)

### Event Passes

- 1 VIP
- 2 Advanced
- 10 Regular



Dishes you should try – Laksa, Rendang, Satay, Nasi Lemak, Popiah, Beef Rendang, Wan Ton Mee, Char Kuey, Teow, Mee Rebus, Sambal Udang, Bak Kut Teh, Hokkien Mee, Nasi Goreng





## Lanyard Sponsor

**\$8,000 USD** *Exclusive!*

### Premium Exposure

- Your logo displayed on ALL lanyards!

### Exposure

- Logo display: e-newsletter, booklet, welcome board, conference website, conference tote bags
- Promotional flyer in conference tote bag (Provided by sponsor)

### Event Passes

- 1 VIP
- 2 Advanced
- 10 Regular



## Water Bottle Sponsor

**\$5,000 USD** *Exclusive!*

### Premium Exposure

- Exclusive logo placement on 1,500 water bottle tags, distributed throughout the conference

### Event Passes

- 1 VIP
- 2 Advanced
- 5 Regular



Kuala Lumpur's cafe culture is more 'happening' than you think!  
Visit some must-try coffee places situated in the Klang Valley for your cafe-hopping pleasure.







## Free Wi-Fi Sponsor

**\$8,000 USD** *Exclusive!*

### Premium Exposure

- Naming rights of the Free Wi-Fi Network and Password
- Premium logo placement on Wi-Fi Login Screen
- Ad Page on every device that connects to Wi-Fi
- Logo display: e-newsletter, booklet, welcome board, conference website, conference tote bags
- Promotional flyer in conference tote bag  
(Provided by sponsor)

### Event Passes

- 1 VIP
- 2 Advanced
- 5 Regular

## Exhibition Opportunities

**\$3,500 USD**

### 9 m<sup>2</sup> Booth

#### Exposure

- One 9m2 booth including shell scheme (backdrops and materials provided by exhibitor)
- Logo display: booklet, conference website

#### Event Passes

- 2 Advanced
- 5 Regular



Kuala Lumpur boasts of around 66 shopping malls and is retail and fashion hub of Malaysia.













## Ticket Prices

**Regular**  
**\$ 40 USD**

**Advanced**  
**\$ 150 USD**

**Expert (VIP)**  
**\$ 500 USD**

	 Main Stage	 Indie Pitch Arena	 VIP Dinner 13/07	 Meet & Greet 13/07	 VIP Lounge	 Lunch 14/07	 After Party 14/07	 Biz-Match System
Regular	✓	✓					✓ Drink Vouchers	
Advanced	✓	✓		✓ Drink Vouchers			✓ Drink Vouchers	✓ 30 Requests
Expert (VIP)	✓	✓	✓	✓ Unlimited Drinks	✓	✓	✓ Unlimited Drinks	✓ Unlimited Requests



## Past Events

### Interactive Main Stages



### Indie Pitch Arena Competition



### B2B Exhibition



### Coffee Break Networking



### Official After Party





# See You in Kuala Lumpur!

## Connect with Us:

 /theGMGC <http://www.gmgc.info/> <http://mobilegame.asia>  @theGMGC

Mobile Game Asia is organized by the Global Mobile Game Confederation (GMGC), an organization facilitating the growth and development of the mobile game industry. GMGC functions as an international platform for companies in the mobile game ecosystem, forming lasting partnerships and accessing new markets while connecting Western and Eastern business.

Interested in our organization, consultancy services, conferences and event planning?  
Contact us - we'd love to hear from you.

Talk soon,  
GMGC Team

Sponsorships, Exhibitions, Business Opportunities, GMGC Membership Application : [global@gmgc.info](mailto:global@gmgc.info)

Marketing & Media Inquiries: [ashwini@gmgc.info](mailto:ashwini@gmgc.info)