

getting back to business

europeangamesnetwork



1-3 September 2004 • ExCeL • London



getting back to business

by the industry for the industry

ELSPA, the Entertainment and Leisure Software Publishers Association, is pleased to announce the launch of the European Games Network. This new games industry-led initiative has been designed to re-establish a vibrant, well-supported and well-respected trade event in the UK to serve the market needs of retailers, publishers, developers, manufacturers, distributors and investors – for everyone who's in the business of games.

The inaugural European Games Network will take place from September 1st to 3rd 2004 at ExCeL, London's Exhibition Centre, alongside Game Stars Live, a massive new public exhibition, whose sponsors include Granada, Future Publishing, Capital FM, XFM and Game Stores plc. The European Games Network, together with Game Stars Live, will create a powerful trade and consumer show partnership, firmly positioning London as the European centre for excellence in the games industry.

EGN's structure will be a radical departure from traditional high-tariff trade shows with a cost-effective, standardised, inclusive exhibiting format and a heavy emphasis on pre-scheduled meetings but also informal networking opportunities. It will be supported by a comprehensive programme of seminars, workshops and executive briefings, creating the perfect environment for 'Getting Back to Business.'

who should exhibit?

The European Games Network is for all companies, large and small, who are in the business of supplying products and services at all levels in the games industry.

These include suppliers of:

- Computer and video games software
- Entertainment and edutainment software
- Games and computer accessories
- Hardware manufacturers and suppliers, including computers and game consoles
- Wireless/Mobile/PDA Software and technologies
- On-line Entertainment
- Multimedia and Peripherals
- Reference and Educational Software
- On-line technologies and content



elspa

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europeangamesnetwork-basic principles

The structure of the European Games Network represents a substantial departure from the traditional trade show format, eliminating the need for high-cost free-build exhibition stands and refocusing on 'Getting Back to Business.' It has been conceived to achieve three simple, but fundamental, business principles.

- **Full Industry Representation** - EGN will deliver the fullest possible spectrum of exhibitors across all sectors of the market from the leading brands to the small start-up companies.
- **Senior Level Attendance** - EGN will maximise the attendance of genuinely high-level delegates, by offering them valuable, time-effective networking opportunities with their peers and with senior representatives from supplier companies.
- **Maximum Media Exposure** - EGN and Game Stars Live will stimulate maximum media exposure for the games industry in both the trade and consumer press in the UK and in overseas markets.

delegate promotional strategy

ELSPA will leverage its high level contacts with its members, with the trade media and with sister trade associations throughout the world to assemble the broadest possible promotional campaign for EGN.

Discussions are underway with the DTI for the largest ever series of inward trade missions and inward press delegation visits. Initial partnership discussions have been instigated with key media groups and web communities in Europe, the Far East and North America.

EGN will also operate a strict admissions policy to secure maximum participation from key decision makers whilst diverting unqualified attendance from the trade to Game Stars Live, where they can still sample all the latest product releases without detracting from the strictly business atmosphere of EGN.

Naturally EGN will be open to anyone in the business of games, both domestically and internationally with a nominal daily delegate rate available to the entire industry.



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egn-howitworks

The European Games Network will be comprised of seven major inter-related components.

themarketplace

The Market Place is the heart of the European Games Network – a conventional trade floor area where all visitors and delegates circulate freely amongst the exhibiting companies.

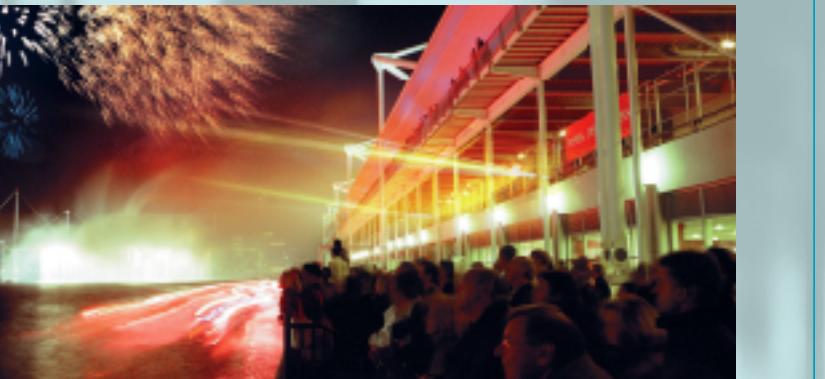
There will be no free-built or space-only sites within The Market Place and, instead, exhibitors will be provided with standardised, high-specification shell scheme meeting areas, ranging from a minimum size of 12 sqm up to a maximum stand size of 120 sqm.

This will dramatically reduce the cost of participation for all companies and will allow smaller companies to obtain a level of visibility relative to the larger brands. Companies will be free to customise the internal lay-out of their areas to their own specification.

All Market Place exhibitors will have automatic inclusion for two representatives in The Meeting Planner (see right), as well as free access to the full Conference and Seminar Programme.

thewaterfrontrooms

These stunningly-situated meeting rooms immediately accessible from the main EGN Exhibition Hall provide exhibitors with the perfect opportunity to run closed-shop demonstrations, invitation-only briefings, product launches and private VIP hospitality. The Waterfront Rooms are exclusively reserved for hire by companies exhibiting within The Market Place and The Developers' Exchange and, with an average size of over 90 sqm, they offer an extremely cost-effective private adjunct to participation in the main trade hall of EGN.



thedevelopers'exchange

New content is the lifeblood of the games industry and it is vitally important to ensure that the smaller developers have the best possible opportunity to expose their latest innovations within the European Games Network.

The Developers' Exchange is an open-plan meeting area centrally situated in The Market Place where developers and embryonic publishers can showcase their latest products on an equal footing with larger more established companies.

The individual meeting areas with The Developers' Exchange include the provision of table, chairs and power supply for a maximum of two representatives per company.

The Developers' Exchange exhibitors will also enjoy free access to the full conference and seminar programme.



thehubclub

The Hub Club is a restricted-access, well-appointed business area adjacent to The Market Place where VIP Delegates and Hub Delegates can host their own meetings and network with others at both formal meeting tables and informally at The Hub Club Bar.

Delegates invited by ELSPA on behalf of the exhibiting companies will enjoy the facilities on a free-of-charge basis. Hub Delegates will pay a fee for the use of The Hub Club over the three days of EGN and will additionally have access to The Meeting Planner and the full Conference and Seminar programme.

thenetbar

The Net Bar will no doubt be a popular feature of EGN. An unrestricted access bar in the heart of the show offering an informal and open environment for all exhibitors and levels of delegate to freely meet, relax, drink and network.

egnformat-timeefficient

the meeting planner

Visitor research across many market sectors has shown that attendees value time-effectiveness as the single most important factor in determining the events they choose to visit. This personal emphasis on time-efficiency increases in direct proportion to the seniority of the delegate.

The Meeting Planner is a sophisticated internet-based schedule facilitator available only to the VIP and Hub delegates and The Market Place named representatives. It allows these high-level attendees to pre-schedule key meetings with exhibitors as well as pre-book high-demand sessions within the Conference and Seminar programme.

The Meeting Planner also offers important advantages to exhibitors, as all meeting requests represent high-quality, pre-qualified business leads. However, the system operates on mutual consent, so no meetings are scheduled unless accepted by the exhibitor, based on the agenda item proposed by the delegate in advance.



This allows the exhibitor to ensure that an appropriate company representative is available for that meeting, and is briefed in advance to respond to the agenda item being put forward by the delegate.

Exhibitors can also use The Meeting Planner to pre-publicise their own briefings or product launches being run in The Waterfront Rooms during the course of EGN, and delegates will be able to apply for advance places directly through the system via the Internet. The software is sophisticated enough to allow exhibitors to target their invitations exclusively to specifically relevant sub-sectors of EGN's delegate database.

the conference and seminar programme

A properly executed conference and seminar programme provides a major stimulus to exhibition attendance, particularly amongst higher-level delegates and visitors from overseas. But of course it is also important to ensure that the programmes are balanced and well planned allowing delegates to spend a majority of their time with exhibitors and networking with other delegates.



The EGN programme will comprise three separate conference streams with four one-hour sessions in each stream per day, with a capacity for between 50 and 250 delegates per session.

The individual sessions will be entirely self-contained topics to allow delegates and exhibitors to dip in and out of the programme and thereby minimise time away from the main exhibition areas within EGN.

In addition there will be a further programme of smaller, Peer Group Workshops running simultaneously with the main seminar streams, with capacities for 10 to 25 delegates sharing experiences on specific topics of mutual interest.

Finally, there will be a highly entertaining series of Lunchtime 'Rants' – a quick-fire Speakers Corner where prominent industry figures will be invited to speak their mind on controversial topics of the moment.

The Conference and Seminar programme will take place in superb purpose-built facilities immediately adjoining the main EGN Exhibition Hall. All sessions are free-of-charge to all visitors, and additionally are both free and pre-bookable for exhibitors, VIP Delegates and Hub Delegates through The Meeting Planner.

egnformat-costeffecient

pricingsummaryandbookingdetails

The overall cost-effectiveness of European Games Network for both large and small companies, compared with the traditional high-cost trade show model, is detailed below alongside the individual components of EGN.

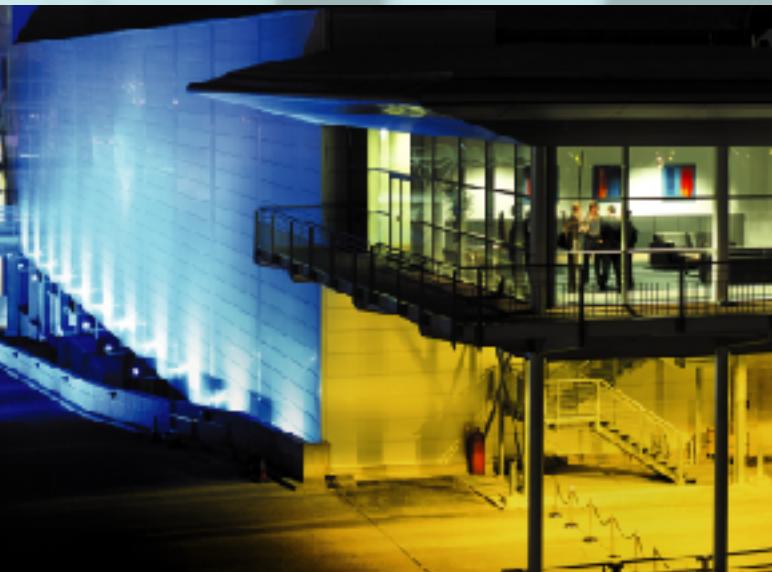
themarketplace

Exhibition space within The Market Place consists of high-specification, modular shell schemes and includes fascia panel, carpet, basic participation in The Meeting Planner and free, pre-bookable access to the full Conference and Seminar programme. Stand units are in pre-specified dimensions, ranging in size from 12sqm to 120sqm.

- £350 per sqm for companies exhibiting exclusively at EGN.
- £100 per sqm for companies taking an equivalent allocation of space within Game Stars Live.

thewaterfrontrooms

A limited number of Waterfront Rooms for private presentations, product launches or closed-shop demonstrations are available at £5000 plus VAT for all three days of EGN, or at a rate of £2000 for single day usage. The Waterfront Rooms are only available to exhibitors in The Market Place or The Developers' Exchange.



themeetingplanner

Basic participation in The Meeting Planner, consisting of two named company representatives, is free to all Market Place exhibitors, with additional named representatives chargeable at £200 plus VAT per individual.

thedevelopers'exchange

The Developers' Exchange will have a tariff of £500 per exhibitor for TIGA members (£600 for non-TIGA members). This will include a meeting area package of table, chairs, nameplate, power supply and access for two named representatives. There will also be a closed meeting area option for £1,000 for TIGA exhibitors (£1,200 for non-TIGA members).

thehubclub

VIP Delegates invited by ELSPA on behalf of the exhibiting companies will enjoy the facilities of The Hub Club on a free-of-charge basis. Other delegates can join the Club which gives full use of the The Hub over the three days of EGN and complete access to The Meeting Planner and full Conference and Seminar programme for just £300.

thenetbar

Free and unrestricted access for all EGN exhibitors and delegates.

dailydelegateerate

For those industry members not exhibiting and not wishing to join The Hub Club, there is a daily delegate rate of £25 per day, allowing free access to The Market Place as well as Game Stars Live.

sponsorship

A range of sponsorship opportunities for features such as The Hub Club, The Conference Streams, The Net Bar, Banners/Signage and The Developers' Exchange are subject to individual discussion and companies potentially interested should discuss their requirements directly with the EGN Show Management.



theperfectpartnerships

thevenue

ExCeL is London's state-of-the-art exhibition centre, situated in London's Docklands. ExCeL's unique, ultra-modern campus now boasts five on-site hotels with 1500 bedrooms, fourteen restaurants, bars and cafes plus 5000 car-parking spaces. City Airport, with flights to twenty-seven European destinations, and a further three hotels, is less than five minutes away.

ExCeL is now consistently rated best UK venue by both exhibitors and visitors in independent surveys carried out on behalf of organisers using the venue.



Over the past two years, virtually all of London's major international trade exhibitions have transferred to ExCeL from Earl's Court and Olympia. ExCeL now successfully plays host to World Travel Market, IFE, HotelOlympia, London International Wine Trade Fair, DSEI, and Salon. All have thrived since their move to ExCeL with substantial increases in both exhibitor and visitor attendance. World Travel Market, which ran for the second time at ExCeL in mid November once again smashed its previous audience records, with probably the highest component of overseas trade visitors of any annual exhibition in Britain.

gamestarslive

Companies exhibiting at European Games Network are also invited to take a presence at Game Stars Live, set to be the biggest and most important consumer gaming event and exhibition the UK has ever seen. The show will have unprecedented levels of media and retail support and anticipated visitor attendance of 100000. For more details about Game Stars Live, how to take part and details on pricing, contact the Event Team.

egnshowmanagement

ELSPA has appointed London EventCo to organise the European Games Network on behalf of its members. London EventCo, the in-house exhibition company at ExCeL, is also the organiser of Game Stars Live, the massive consumer show running concurrently to EGN. The London EventCo team has significant experience and expertise in running high-profile trade and consumer shows and will work closely with ELSPA and its members to ensure that EGN reflects the needs and demands of the games industry.

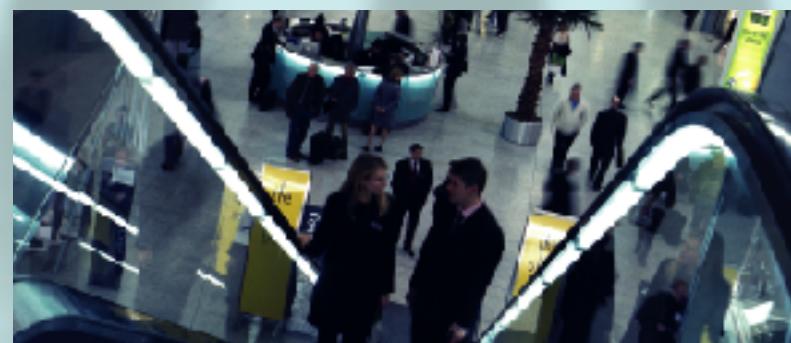
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egnisaneventcreatedfor theindustrybytheindustry

- An ELSPA event – similar to the successful model in the States where the trade association owns E3 ensuring the needs of the industry, rather than the exhibition organiser, are met
 - Offers a low-cost and time-efficient way of doing business, eliminating the need for high-cost free build exhibition stands
 - Focus on '**getting back to business**'
 - Creates a level playing field allowing all sizes and types of company to have a fair representation that is not prohibited by cost
 - Running alongside a high-profile consumer show, Game Stars Live, the attention attracted by the extensive media partnerships of this event will ensure that Games are high on the media agenda
 - The different components of EGN offer complete flexibility for exhibitors and delegates, allowing EGN to be what you want it to be
 - The high level conference and seminar programme created by the Steering Committee will ensure that the industry has a forum to debate the topics and issues that are core to your business
- **A high profile consumer show**
 - **A cost-effective trade show**
 - **A powerful partnership**

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