

Summary of 2007 Event

The second annual Goldsboro Gaming Expo built on the success of the previous year to increase the number of exhibitors, speakers, attendees, and sponsors. Expectations for attendance, marketing potential, and consumer satisfaction were exceeded across the board. To strengthen our overall position in the marketplace a new brand identity was developed in the summer of 2007. **Goldsboro Gaming Expo (G2EXPO) was renamed to Carolina Games Summit and a new webpage launched.**

2007 Dates: Saturday, January 27th

Venue: Wayne Community College, Goldsboro, NC

Format: Our mission is to increase awareness of the North Carolina videogame industry by bringing the technology and people behind video games face to face with gamers of all ages.

We mix game development speakers and exhibitors with equal amounts of game tournaments and free play stations so that every attendee has something to enjoy.

Attendees researched their future gaming careers by speaking with Universities, Schools and Game Developers then fragged their friends in one of eighteen gaming tournaments.

Event Feedback

"I think this is fantastic."

Attendee Michael Brill from Knoxville, TN

"A professor told us about this. He said it would be a good chance to hear from people in the industry and get a feel for how they work. I've gotten a lot of good information. I don't think there's too many of these in our state or in our area. It's really cool because you get to experience new types of games."

Attendee Jason Welch from Raleigh, NC

"He's been playing since he was 2," **Attendee Michael Temple** from Romulus, MI said of his 6 year old son. "This was the first time we've all played together in a tournament."

"Thanks for making this G2Expo a great success. I am really wowed at the surge in attendance this year from last."

Panelist Marx Myth, School of Communication Arts

"I had a great time and enjoyed meeting everyone. I am glad to have done what I could to help make the day such a success and I'm looking forward to next year."

Panelist Chris Stoy, Red Storm Entertainment

Carolina Games Summit

www.CarolinaGamesSummit.com

Press Release Distribution

Prior to our event we distribute press releases to the following media outlets.

Print	Radio	Television
Associated Press	Public Radio East	Fox 8/Fox 14 TV
Carteret Co. News-Times	WAGO radio	News 14
Cary News	WGBR radio	PACC 10
Clayton News-Star	WRNS radio	WCTI TV
Cleveland Post	WFMC radio	WFXI TV
Dunn Daily Record	WKIX radio	WITN TV
Duplin Times		WNCT TV
Four Oaks-Benson		WRAL TV
Farmville Enterprise		WTVD TV
Fayetteville Observer		
Fuquay-Varina Independent		
Goldsboro News Argus		
Greenville Daily Reflector		
Grifton Times Leader		
Harnett County News		
Jacksonville Daily News		
Kenly News		
Kinston Free Press		
La Grange Weekly Gazette		
Metro Magazine		
Mount Olive Tribune		
New Bern Sun Journal		
Benson News-In-Review		
News & Observer		
Princeton News Leader		
Rocky Mount Telegraph		
Sampson Independent		
Sanford Herald		
Selma News		
Smithfield Herald		
Standard Laconic		
The Apex Herald		
The Times Leader		
Wallace Enterprise		
Wayne Co. Chamber of Commerce		
Calendar		
Wayne-Wilson News Leader		
Williamston Enterprise		
Wilmington Star-News		
Wilson Daily Times		
Wright Times		

Much of our free publicity is generated through the press release distribution.

Media Campaign

Online

Shoryuken.com Sticky Thread Number of members: 46,040 Number of posts: 1,509,110	TheWolfWeb.com Front Page News Story Number of members: 29,953 Number of posts: 10,000,000+	ZSpotlight.com ZWeekly Event E-Newsletter Sent to over 71,000 subscribers
Halo3forum.com Front Page Sticky Post Number of members: 36,000 Page Views per day: 90,000	WomenGamers.com Front Page News Story	The360forum.com Front Page Sticky Post Number of members: 2,500 Page Views per day: 12,000

The above is a sample of our online media partners.

Print

Through our partnership with EB Games & GameStop we were able to secure a listing in the January 2007 Game Informer Magazine monthly calendar of game release dates.

U.S. Distribution: 2,195,223 (September 2006 issue)

10,000 Full Color Double Sided 4" x 6" Flyers were distributed through over 50 EB Games and GameStop stores and over 60 High Schools across Eastern North Carolina.

High school counselors actually recruit students directly and announced our event through their local school announcements, newspapers, or close circuit television networks. Retail stores distributed flyers at their checkout counters.

Radio

Bob (93.3 FM) Purchased 98 - 60 second ads airing January 14th – 27th

Included on site broadcast from 10AM – 2PM January 27th

<http://www.radio-locator.com/cgi-bin/finder?call=wero&sr=Y&s=C>

Net Reach: 47,100

96ROCK (96.1 FM) Purchased 56 - 60 second ads airing January 20th – 26th

<http://www.radio-locator.com/cgi-bin/finder?call=wbbb&sr=Y&s=C>

Net Reach: 56,600

99X (99.5 FM) - Purchased 44 - 60 second ads airing January 20th – 26th

<http://www.radio-locator.com/cgi-bin/finder?call=wxnr&sr=Y&s=C>

Net Reach: 20,800

Television

WCTI-ABC, WNCT-CBS, WNCN-NBC, and WYDO-FOX all made announcements or played clips from G2Expo 2007. CBS and ABC had camera crews on site during the event.

Dates: January 27th – January 29th

Total Story Count: 16

Total Nielsen Audience: 217,643

Total Calculated Ad Equivalency: \$34,212

Total Calculated Publicity Value: \$102,156

Carolina Games Summit

www.CarolinaGamesSummit.com

Goldsboro Gaming Expo 2007 Attendee Profile

Press, Industry Experts, Educators, and over 1100 consumers including tech families, tweens, women, spectators and gamers (casual and hardcore) made up our attendance of over 1,400 people.

92.2%	Male
7.8%	Female
1.9%	under 12 years old
43%	between the ages of 13-17
36.1%	between the ages of 18-22
16.2%	between the ages of 23-35
2.8%	between the ages of 36-55
75.1%	Caucasian
13.8%	African American
5.1%	Hispanic
2.8%	Asian
1.4%	Filipino
.5%	Pacific Islander
37.7%	Some High School
17.7%	Completed High School or GED
29.3%	Some College
9.8%	Undergraduate Degree
3.7%	Post Graduate Degree
1.9%	Trade/Technical School
40.3%	\$25,000 or less
21.8%	\$25,001 to \$50,000
13.1%	\$50,001 to \$75,000
12.6%	\$75,001 to \$100,000
5.8%	\$100,001 to \$150,000
3.4%	\$150,001 to \$250,000
2.9%	\$250,001 to more
69.4%	Single
30.6%	Couple
90.7%	Have No Children
9.3%	Have Children
13.0%	Are Homeowners
87%	Are Not Homeowners

Exhibitor Profile

Companies, website operators, organizations, universities, and schools related to the gaming or technology industry. Local businesses and organizations were also in attendance.

Bank of America
Bawls Guarana
Central Piedmont Community College
Charles River Media
Digital Games Expo
Distant Star Productions
GameStop / EB Games
Intel
International Game Developers Association
Immediate Care
North Carolina State University Center for Digital Entertainment
Neogence Studios
Newegg.com
Pitt Community College Game Developers Association
Pepsi
PNY Technologies
Red Storm Entertainment
School of Communication Arts
SteelSeries
Thompson Course Technology
Mid Carolina Media
US Army
Wake Tech Simulation & Game Development

Conclusion

Consumers want to meet face to face. They want to speak with you, try out your products or services, and make use of all their senses to experience just what your company is all about.

Consider the impact of each and every face to face contact you have with G2Expo attendees and then think of the word of mouth reach these contacts will have.

Also keep in mind that your monetary contributions are a donation to our 501(c)3 non-profit organization and may be fully tax deductible.

**Carolina Games Summit
www.CarolinaGamesSummit.com**