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CAROLINA GAMES
SUMMIT
EVENT PROSPECTUS



2009

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3000 Wayne Memorial Drive
Goldsboro, NC 27534



SPONSORSHIP DESCRIPTIONS

Associate your organization's name with our conference and extend your reach to over 1,000 attendees, partners, and associates.

Title Sponsorship [Exclusive]

Price: \$5,000

The pinnacle of sponsorship opportunities allows your company logo and/or name to be included alongside Carolina Games Summit in all possible publications, including the website, program, and all press releases. For example the event would be re-branded as "Carolina Games Summit Sponsored by Your Company"

Includes:

- Complementary Event Passes
- Radio Advertising
- Advertising on Promotional Flyers
- Event Program Advertising
- Single Use of Attendee Database for Post-Event Distribution
- WayneCC PBL Professional Division Membership
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Official Product Recognition

Price: \$2,500

Get the recognition your product or service deserves while obtaining exclusive rights within your product category. For example the official energy drink of the 2008 event enjoyed exclusive exhibition and sales rights within the energy drink category. Some restrictions do apply; contact event staff for business segment availability.

Includes:

- Complementary Event Passes
- Official Product Recognition in Program
- Single Use of Attendee Database for Post-Event Distribution
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Hospitality Room Sponsorship [Exclusive]*

Price: \$1,500

Sponsor the hospitality room and market directly to our speakers, exhibitors, partners, and volunteers. Literature distribution opportunities are available, sponsor must provide literature. Sponsorship includes catering for both setup night on February 6th and the main day of the event February 7th.

Includes:

- Complementary Event Passes
- Hospitality Room Sponsorship Listing in Program
- Single Use of Attendee Database for Post-Event Distribution
- WayneCC PBL Professional Division Membership
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



SPONSORSHIP DESCRIPTIONS CONTINUED

Sponsored Session

Price: \$1,000

Numerous opportunities for sponsored sessions are available including seminar room and auditorium presentations. All sessions, and their sponsors, receive special pre-event marketing and integration into our website if desired.

Includes

- Special Session Sponsor Listing in Program
- Session Sponsor Signage and/or Electronic Logo Display
- Free Exhibition Table with Complementary Event Passes (if desired)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Tournament Sponsor

Price: \$500.00

Electronic Sports (eSports) and competitive gaming continue to grow in popularity. Take advantage of this phenomenon by sponsoring a videogame tournament at this year's Carolina Games Summit. Branded plaques, certificates, and large checks for the top three places are included with this sponsorship.

Includes:

- Complementary Event Passes
- Tournament Sponsorship Listing in Program
- Sponsor Recognition During Awards Ceremony
- Branded Plaques and Big Checks for Awards Ceremony Distribution
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Event Partner

Price: \$500

Show your organizations support by becoming an event partner.

Includes:

- Complementary Event Passes
- Partner Company Listing in Program
- Advertising on Promotional Flyers
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org

Networking Social Sponsor [Pricing Upon Request]

Sponsor a fully authorized social event before or after the summit. Use this opportunity to network with attendees in a less formal environment. Authorized socials will be promoted to attendees via event website, pre-event notifications, and reminder emails.



EXHIBITION HALL OPPORTUNITIES

The first floor will include an exhibition hall where game developers, college recruiters, industry supporters/promoters, local businesses, and community organizations/clubs can meet face to face with thousands of attendees, speakers, and other partners. Attendees are able to explore future career opportunities while trying the latest products and services from our partners/exhibitors.

Tabletop Display 10' x 10' Booth

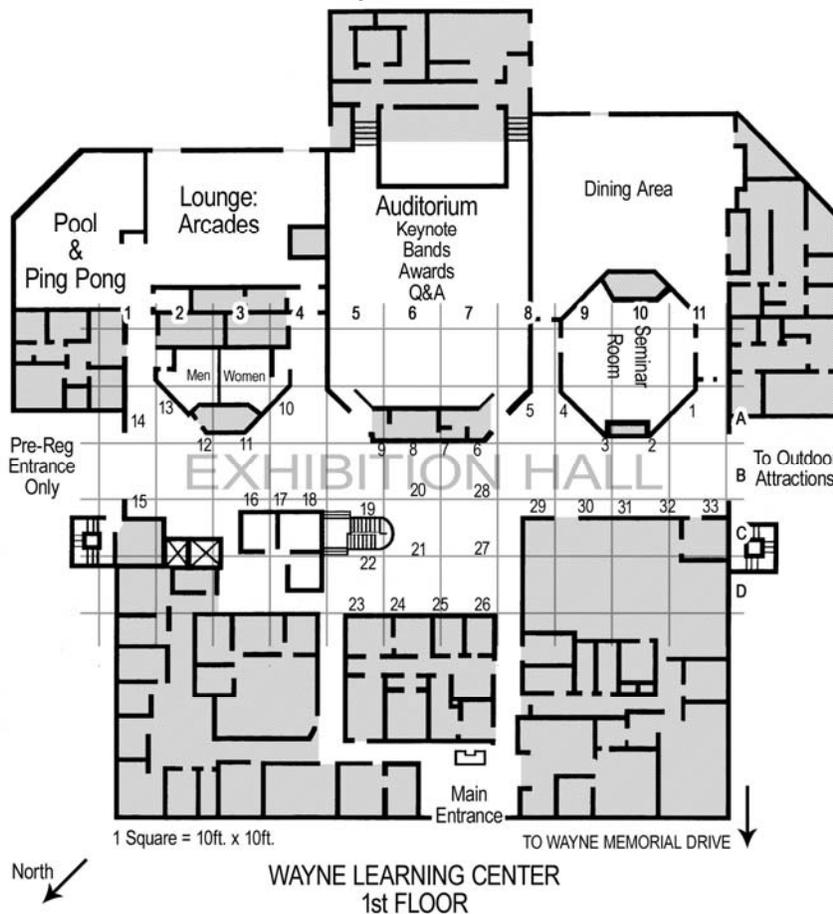
Price: \$150

Price: \$300

Reserve your spot on our exhibition room floor! All attendees must walk through the exhibition area upon entering the event, don't miss this chance to interact directly with our attendees.

Includes

- Exhibitor Listing in Program
- 8' x 3' Table and Two Chairs (optional when purchasing booth)
- The right to distribute giveaways at the table or within booth footprint
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



EXHIBITION ROOM OPPORTUNITIES

The second floor hosts tournaments and free play rooms where attendees can test their skills against other gamers face to face or simply try out the latest games and consoles. Companies and organizations can host free play rooms or run officially sanctioned tournaments during our event.

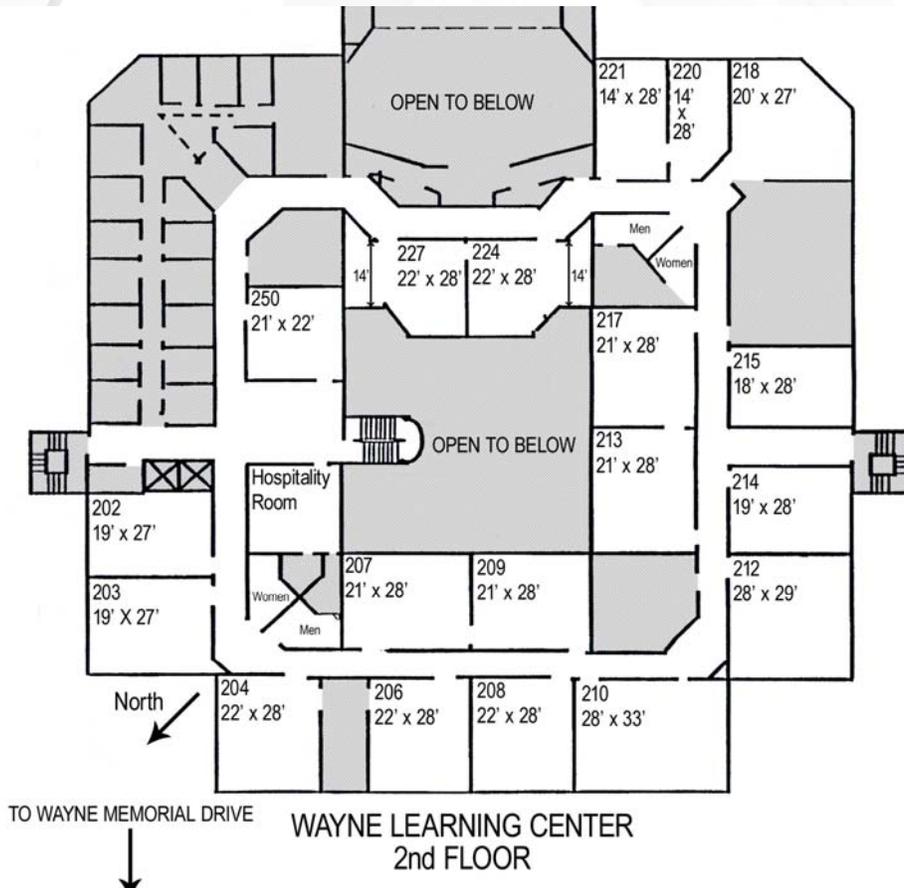
Exhibition Room

Price: \$300

Bring your own equipment, displays, representatives, and have exclusive rights to all room content, subject to staff approval.

Includes

- Special Room Listing in Program
- Pre-event Marketing (if desired)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



FOOD VENDOR OPPORTUNITIES

Sell food and/or beverages direct to over 1000 gamers, exhibitors, and staff. Items may be sold in the food court or from your mobile unit set up in a pre-approved designated location.

10' x 10' Booth: 10 a.m. to 2 p.m. or 2 p.m. to 8 p.m. (half day)

Price: \$200

10' x 10' Booth: 10 a.m. to 8 p.m. (full day)

Price: \$350

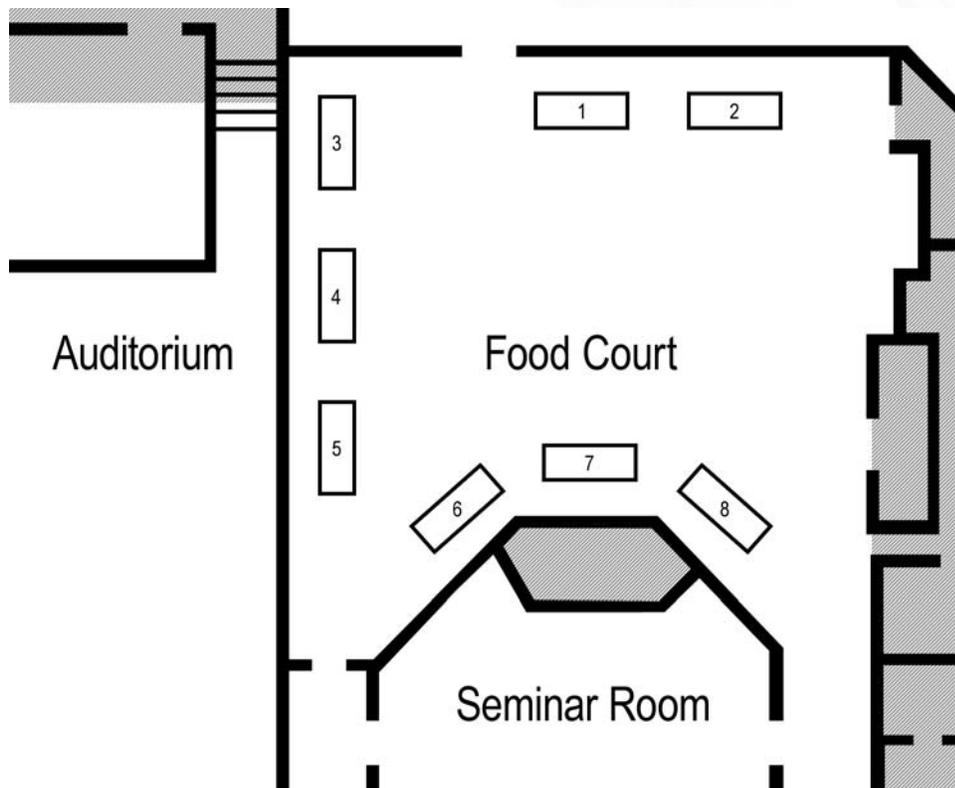
Mobile Kitchen

Price: \$350

For large scale mobile kitchens space will be allocated in our outdoor attractions area (see page 4) or other approved campus location. Food may be sold directly from the mobile kitchens and/or transported to a 10' x 10' booth in the food court for distribution.

All of the above Includes:

- Vendor Listing in Program
- 8' x 3' Table and Two Chairs (optional)
- Website Advertising on CarolinaGamesSummit.com & Phibetalambda.org



OUTDOOR MARKETING OPPORTUNITIES

Just outside the first floor exhibition hall attendees can see large scale outdoor attractions such as the US Army's "Adventure Van" 18-Wheeler. Also on site are radio stations, food vendors, and other attractions.

Entertainment Assets

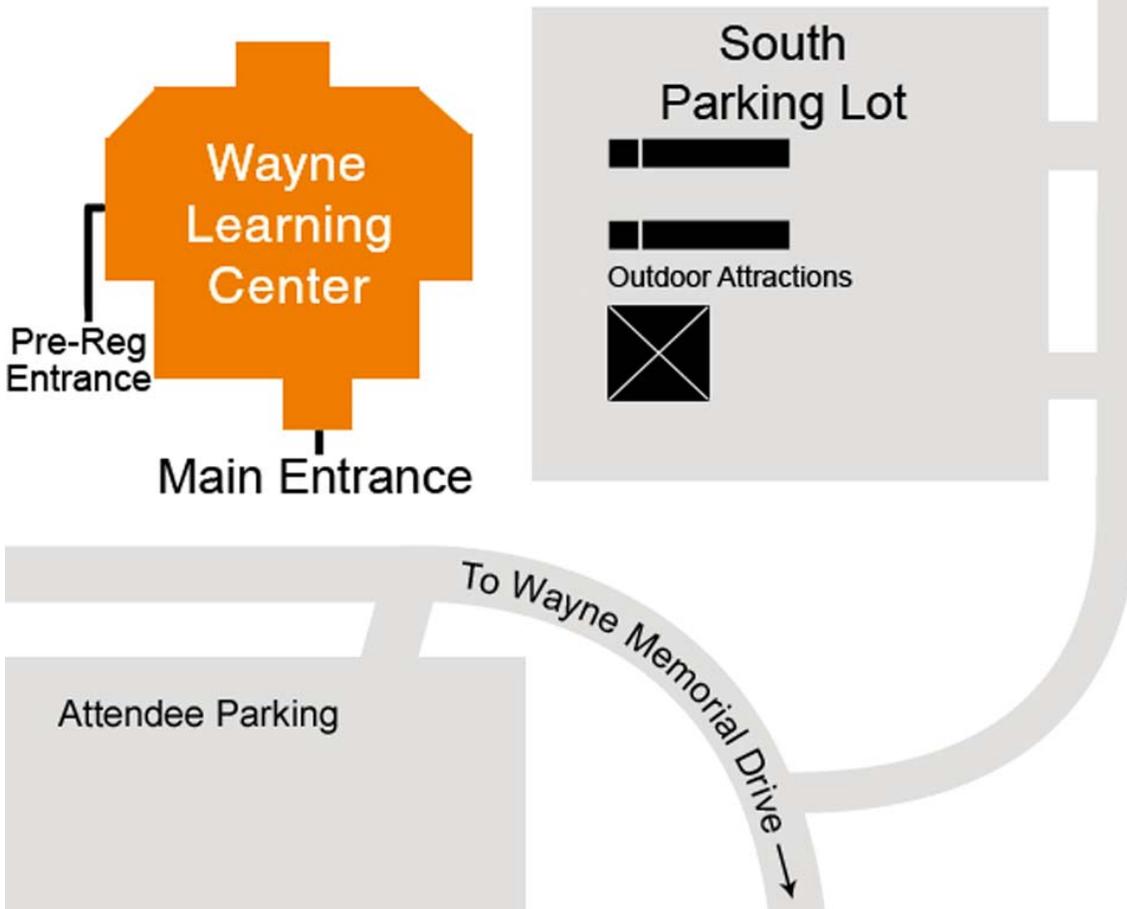
Outdoor assets which add value to our event by entertaining or educating our attendees in a "fun" way will not be charged any fees from the conference itself. All assets are subject to staff approval.

Price: FREE

Purely Marketing/Sales Only Assets

The majority of outdoor displays will qualify as entertainment assets but for companies looking to show off their latest products not directly related to simulations or videogames you can still capitalize on our event. Examples include, cars, motorcycles, ATVs, or other large scale non-food related product marketing/sales displays.

Price: \$250



TAKEAWAY SPONSORSHIP OPPORTUNITIES

Takeaway items are perfect for extending your organization's influence past the actual summit dates. Every attendee will receive our high quality conference materials for use throughout the event. Many of these items will remain in our attendee's possession for years to come.

Bag Sponsorship [Exclusive]

Price: FREE

Become the official bag sponsor and we will distribute paper, plastic, or canvas bags branded with your company logo to every attendee. 1,500 High quality bags to be supplied by sponsor two weeks prior to the event. This sponsorship also comes with one free bag insert sponsorship (see below)

Bag Inserts

Price: \$100

Include a promotional flyer, booklet, or coupon within every attendee bag. Event management must approve all inserts prior to inclusion in show bags. Sponsor is responsible for supplying and delivering literature at least one week prior to the event.

Lanyard Sponsor [Exclusive]

Price: FREE

Hang your organizations name/logo on every attendee, speaker, representative, and staff member at ALT Summit. Lanyards are an extremely visible and popular sponsorship opportunity. 1,500 Lanyards to be supplied by sponsor two weeks prior to the event.

Badge Holder Sponsorship [Exclusive]

Price: \$500

Placed behind every attendee badge, inserts are a unique opportunity to advertise your company or special promotion. Printing Included. Sponsor is responsible for providing corporate logo to event staff one month prior to the event.

Program Advertising

Ensure your organization is a permanent part of our full color program. To see an example of our 2008 or 2007 full color programs please visit:

<http://www.carolinagamesummit.com/pictures.php>

¼ page (4.25" wide by 5.5" tall): \$100

Full page: \$300

Inside Back: \$400

Inside Front Cover: \$400

Back Cover: \$500



All exclusive sponsorships include right of first refusal for 2010 summit.



SUMMARY OF 2008 EVENT

The third annual Carolina Games Summit built on the success of the previous two years to increase the number of exhibitors, speakers, and sponsors. Expectations for attendance, marketing potential, and consumer satisfaction were exceeded across the board.

2008 Date: Saturday, January 26th

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

“This is really cool! We want the best talent coming into the games industry and this is a great place to encourage it.” **Michael Capps**, President - Epic Games

“I think this is just a fantastic event that you guys are holding here! Definitely looking forward to coming back next year!” **Suzanne Meiler**, Senior Environmental Artist - Destineer Studios

“We’re making games for gamers, so we get a chance to interact with that and see how people are playing our games.” **Joel Gonzalez**, Engineer – 1st Playable Productions

“It’s Great! It draws in a lot of people from out of state! Kids that are in school get to talk to companies and find out what they really need to be studying to get a job in the industry.” **John Mason**, Red Storm Entertainment

More special guest comments available in the video on demand section of our website!



PRESS RELEASE DISTRIBUTION

Prior to our event we utilized two PR Firms who distributed our press releases to the following media outlets plus numerous others.

Print	Online	Radio	Television
Associated Press	360voice.com	Public Radio East	Fox 8/Fox 14 TV
Carteret Co. News-Times	bevnet.com	WAGO radio	News 14
Cary News	dbusinessnews.com	WGBR radio	PACC 10
Clayton News-Star	devmaster.net	WRNS radio	WCTI TV
Cleveland Post	dpfiles.com	WFMC radio	WFXI TV
Dunn Daily Record	eggxpert.com	WKIX radio	WITN TV
Duplin Times	gamasutra.com		WNCT TV
Four Oaks-Benson	gamebotonline.com		WRAL TV
Farmville Enterprise	gamecareerguide.com		WTVD TV
Fayetteville Observer	gamecheck.org		
Fuquay-Varina Independent	gameconventions.net		
Goldsboro News Argus	gamedev.net		
Greenville Daily Reflector	gamedevkicks.com		
Grifton Times Leader	gamegirl.com		
Harnett County News	gamingangels.com		
Jacksonville Daily News	gamingnexus.com		
Kenly News	gdse.com		
Kinston Free Press	glitchgear.com		
La Grange Weekly Gazette	myfoxraleigh.com		
Metro Magazine	play.tm		
Mount Olive Tribune	remaininplay.com		
New Bern Sun Journal	shoryuken.com		
Benson News-In-Review	speeple.com		
News & Observer	theeca.com		
Princeton News Leader	thewolfweb.com		
Rocky Mount Telegraph	trianglegameinitiative.org		
Sampson Independent	ugspro.com		
Sanford Herald	videogamesinfowyre.com		
Selma News	xplanazine.com		
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

Television

Time Warner Cable's 2008 Media Partnership included 365 ads – 30 seconds each airing January 14th – 26th across multiple TV networks within the Raleigh, Durham, Fayetteville, Lumberton, and Southern Pines subscriber footprint.

Net Reach: 495,000

Print

Computer Power User Magazine's Media Partnership included placing our Summit on the upcoming events page of all issues distributed from August 2007 through January 2008. A dedicated article will be published soon after the Summit.

Total Distribution: 270,000 (120,000 subscriber copies; 150,000 newsstand)

10,000 Full Color Double Sided 4" x 6" Flyers were distributed by over 50 GameStop stores and over 60 High Schools across Eastern North Carolina. High school counselors recruit student attendees directly and announced our event through their local school announcements, newspapers, or closed circuit television networks.

Radio

Kiss FM (101.9 FM) Purchased 20 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

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

Net Reach: 57,300

G105 (101.5 FM) Purchased 15 ads – 30 second each airing January 14th – 27th
On-air ticket giveaways not included in estimated net reach.

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

Net Reach: 56,400

Bob (93.3 FM) Purchased 79 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

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

Net Reach: 52,930

99X (99.5 FM) Purchased 30 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

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

Net Reach: 32,300



ATTENDEE PROFILE

Press, Industry Experts, Educators, and over 950 consumers including tech families, tweens, women, spectators and gamers (casual and hardcore) made up our attendance of over 1,250 people.

- **81%** **Male**
- **19%** **Female**

- **2%** **under 12 years old**
- **10%** **between the ages of 13-17**
- **63%** **between the ages of 18-22**
- **23%** **between the ages of 23-35**
- **2%** **between the ages of 36-55**

- **84%** **Caucasian**
- **5%** **African American**
- **1%** **Hispanic**
- **3.4%** **Asian**
- **6.6%** **Other**

- **6.6%** **Some High School**
- **3.3%** **Trade/Technical School**
- **60%** **Some College**
- **20%** **Undergraduate Degree**
- **10%** **Post Graduate Degree**

- **36.6%** **\$25,000 or less**
- **16.6%** **\$25,001 to \$50,000**
- **16.6%** **\$50,001 to \$75,000**
- **16.6%** **\$75,001 to \$100,000**
- **10%** **\$100,001 to \$150,000**
- **3.4%** **\$150,001 to \$250,000**

- **76.7%** **Single**
- **23.3%** **Couple**

- **90%** **Have No Children**
- **10%** **Have Children**

- **23.3%** **Homeowners**
- **76.7%** **Not Homeowners**



EXHIBITOR & SPONSOR PROFILE

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

1st Playable Productions
Ameriprise Financial
Applied Software
Applied Research Associates, Inc.
AT&T
Bawls
BFG Technologies
Cobalt Flux
CPU Magazine
Destineer
Entertainment Consumers Association
Epic Games
The Escapist Magazine
FSP Group
Gamebot
Gamestop
Glitch Gaming Apparel
Hampton Inn
Icarus Studios
Ignited Minds
Intel
NVIDIA
LagLessLan

LockHeed Martin
Memories in Motion
Microsoft
Music Wizard Group
North Carolina State University
Newegg.com
Piedmont Community College
Pitt Community College
Red Storm Entertainment
Rent-A-Center
School of Communication Arts
Sears
Select Start
Themis Group
Time Warner Cable
U.S. Army
UNC Chapel Hill
UNC Charlotte
Underground Gaming Series
Volunteer Wayne/RSVP
Wake Tech Community College
Wayne Community College
Wal-Mart

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 Carolina Games Summit 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.

