

JAN 16 - 17, 2017

# PG CONNECTS LONDON

Level Up: Vancouver, British Columbia

## The Biggest Mobile Games Conference in Europe

**Pocket Gamer Connects** is the conference series that reaches the heart of the mobile gaming industry. Curated by the teams responsible for the world's leading mobile gaming publications, it's the essential event for anyone wanting to meet, hear, and learn from the leading figures from every corner of the mobile games industry.

Over 7,000 delegates have so far attended Pocket Gamer Connects conferences and have loved the unique access to the biggest names in the sector, the brilliant networking opportunities, and sharply honed content on show.

### PG CONNECTS ATTENDEES BY THE NUMBERS



C-Level Executives



Countries Represented



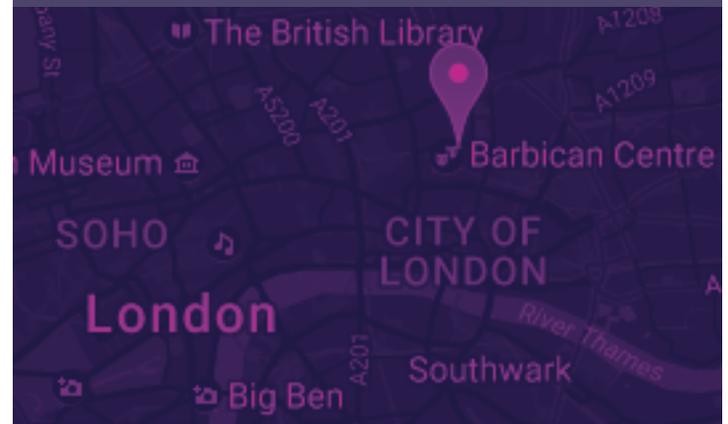
Meetings Per Show



Developers in VBIP event

## THE BREWERY

52 Chiswell Street  
 London, EC1Y 4SD  
 United Kingdom



# Level Up: Vancouver, British Columbia

Last year, the Vancouver Economic Commission (VEC) completed a successful trip to London for the Pocket Gamer Connects conference, attended by 1,500 developers, media, top-level investors, triple-A publishers and others from the entire mobile games ecosystem.

During the event, the VEC matched Vancouver companies – some of whom had the opportunity to pitch their games – with high level investors and publishers. We also discussed Vancouver’s three-decade game history in a key note address, and held a panel about the city’s bright future in games, which will include the development of locally owned IP. The High Commission of Canada also hosted a reception for the Vancouver delegation, which included global C-level executives, industry leaders, government and press.

Back for 2017, the **Level Up: Vancouver, British Columbia Pavilion**, jointly organized by the **Province of British Columbia** and the **Vancouver Economic Commission**, brings together top studios from Vancouver and British Columbia to showcase and network at the PG Connects mobile games conference in London.

Being part of the **Level Up: Vancouver, British Columbia Pavilion** has many advantages:



## FREE TO PARTICIPATE

- **Full conference passes** and access to all PG Connects programming
- Tickets to the **Reception & After Party**
- Access to the **Level Up: Vancouver, British Columbia Pavilion**
- Travel costs may be offset by the BC “**Passport to Markets**” program



## HUGE FOCUS ON B2B

- Access to the **Very Big Indie Pitch** (speed dating format) with press, publishers, and developers
- Guaranteed spots on the **Quick-Match** sessions where game developer are matched with publishers and investors (10 minute one-on-one conversation each)



## MARKETING OPPORTUNITIES

- Your studio & logo will be displayed in the **Pavilion** and on an exclusive **Vancouver Panel Presentation**
- Your studio & logo will be listed on the **Conference Program** & on the **PC Connects Website**
- 5 of our companies will have an opportunity to **speak on a panel**



## PR AND MEDIA OPPORTUNITIES

- Interview with **Pocket Gamer BIZ** to promote your project or company (all published on Pocket Gamer Biz)
- Mentioned in the Vancouver Economic Commission’s **news release**
- Mentioned in the Province of BC’s and VEC’s social **media promotions**



# Level Up: Vancouver, British Columbia Pavilion Package

## As members of the Level Up Pavilion, you will receive:

- Company logo and artwork displayed on the booth panels
- Company logo on roll up banner
- Company demo reel on the looped video
- Tables and chairs for meetings
- Passes for PG Connects and VR
- Access to wifi
- Access to the online meeting platform to connect with press, publishers, and developers
- Company logo & branding in the app and conference-wide notifications
- High visibility as part of the large, well-positioned Level Up Pavilion in the Main Expo

## Don't miss this exciting opportunity!

### How to register:

1. Complete our short **registration form** at [vancouvereconomic.com/pgconnects](http://vancouvereconomic.com/pgconnects)  
**Deadline: November 18<sup>th</sup> 2017**
2. See if you qualify for **Creative BC's Passport to Market Program** which may offer you some financial support for your travel expenses
3. Submit your **panel artwork** - all you have to do is send us your artwork files and we'll do the rest!  
**Deadline: December 5<sup>th</sup> 2017** *(coming soon, you will be notified)*
4. Submit your **video reel** which will be on a loop at the Pavilion booth  
**Deadline: December 5<sup>th</sup> 2017** *(coming soon, you will be notified)*



**VANCOUVER**  
ECONOMIC COMMISSION