



gamescom BIU & Friends Business Booth 2017

August 22-24, 2017

Who we are



- The **BIU**, the **German Games Industry Association**, represents the German computer and video games industry.
- We're the **co-organizer** and the **conceptual sponsor** of gamescom.
- We want to **enable** all kinds of companies to **present themselves** in the business area of gamescom to **create extensive business opportunities** for the games industry.

Benefits (1/2)

- **Approx. 300 square meter common booth** (3,200 square feet) of the co-organizer and conceptual sponsor of gamescom as well as German Games Industry Association
- **Top-quality location** in hall 3.2
- **High-quality booth construction** with **branding opportunities**
- **Meeting rooms** (standard is approx. 12 square meter, individualization is feasible) and **lounge area**



Impressions from 2015 and 2016

Benefits (2/2)

- **Full service, i.a.:**
 - Catering (freshly prepared food for your employees and guests, hot and cold beverages)
 - Use of WiFi
 - Professional reception service
 - Cleaning and security
- Including **exhibitor passes** (amount based on booked option)
- **Integration** into BIU events (guided tour for politicians etc.) and **communication**



Impressions from 2015 and 2016

Option 1 – Open Space

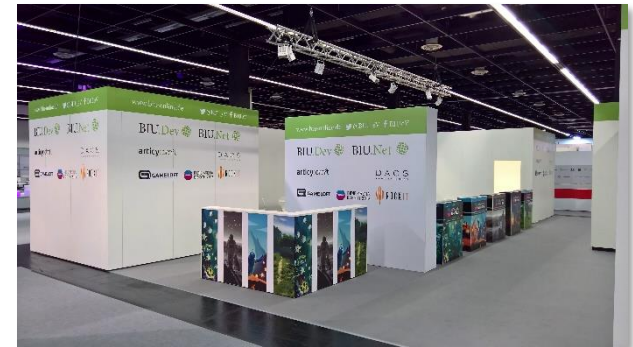
- ✓ Free entrance to the booth
- ✓ Including catering
- ✓ Use of lockers
- ✓ Bar tables may be used for meetings (no guaranteed availability)
- ✓ Use of WiFi

- 3-day price (members*) = free of charge
- 3-day price (non-members) = 1,490 EUR

Extras:

___ Room usage = 190 EUR per hour

- Your company logo on the outside walls of the booth = 700 EUR



Please cross where applicable/fill in quantities. All prices plus 19% VAT. No tickets included. Timetables for hourly usage of rooms to be coordinated via event@biu-online.de *Members of BIU, BIU.Dev and BIU.Net

Option 2 – Lounges

By the day-option

- ✓ Your own suite in our open lounge area (including a table and 4 chairs), including use of WiFi
- ✓ Company branding on the table (logo)
- ✓ Full service (Catering, reception, security, cleaning etc.)
- ✓ Including 1 exhibitor pass

__ **1-day price (members*) = 990 EUR**

__ **1-day price (non-members) = 1,990 EUR**

Premium Lounge

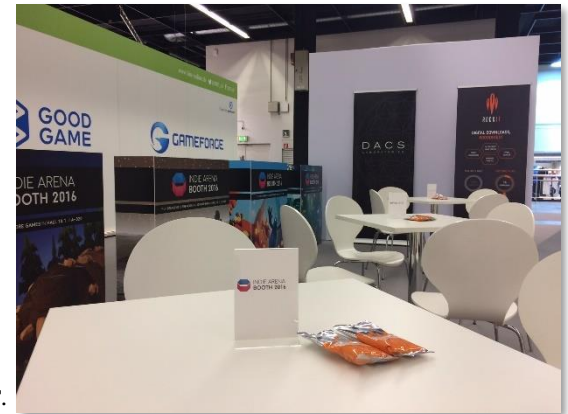
- ✓ 20% discount towards 1-day prices
- ✓ Includes your company logo on the outside walls of the booth
- ✓ Includes 1 exhibitor pass

__ **3-days price (members*) = 2,376 EUR**

__ **3-days price (non-members) = 4,776 EUR**

Please fill in quantities. All prices plus 249 EUR for mandatory media package of Koelnmesse as well as 19% VAT.

*Members of BIU, BIU.Dev and BIU.Net



Option 3 – Rooms

Need a bigger room?
Contact us for details
on customization options!



By the day-option

- ✓ Approx. 12 square meter (130 square feet) rooms with a table, 6 chairs, lockable sideboard, coat-tree, use of WiFi
- ✓ Full service (Catering, reception, security, cleaning etc.)
- ✓ Neutral design of the room
- ✓ Includes 1 exhibitor pass

— **1-day price (members*) = 2,100 EUR**

— **1-day price (non-members) = 3,100 EUR**

Premium Room

- ✓ 20% discount towards 1-day prices
- ✓ Includes your company logo on the outside walls of the booth
- ✓ Includes your company/product branding inside your room
- ✓ Includes 2 exhibitor passes

— **3-days price (members*) = 5,040 EUR**

— **3-days price (non-members) = 7,440 EU**



Please fill in quantities. All prices plus 249 EUR for mandatory media package of Koelnmesse as well as 19% VAT.

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Booking Confirmation

I hereby confirm the booking of the services on the BIU business booth at gamescom 2017 as stated on the previous pages. Additionally, I book the following extras (please cross where applicable and/or fill in the correct quantities):

- additional 1-day trade visitor pass(es) for 43 EUR
- additional 3-days trade visitor pass(es) for 71.50 EUR each
- additional exhibitor pass(es) for 57 EUR each
- additional gamescom games industry party ticket(s) for 56 EUR each (Wednesday night)
- parking permit(s) for 38 EUR each
- 40" LED TV(s) for my premium room for 250 EUR each
- 46" LED TV(s) for my premium room for 340 EUR each
- Your company logo on the outside walls of the booth for 700 EUR
- LAN cable internet connection(s) for my premium room(s) for 549 EUR

Do you showcase consumer products at the consumer area? Yes No

Yes, my company is registered in Germany and I'd like to test the BIU-Network membership and will join the marked group at the earliest date possible:

- BIU.Dev (250 EUR in the first year) BIU.Net (500 EUR in the first year)

Deadline for registration is **May 26th, 2017**. Please send your booking confirmation to event@biu-online.de or fax it to +49 30 2408779-11. Additional individualizations of your premium room(s) can be arranged upon consultation.

Date, Signature, Stamp