



Indies & Startups

BARCELONA OCTOBER 5-8 2017



2nd Edition

READY? GO! SECOND WAVE!

The most spectacular and keenly-anticipated mega-event for the digital entertainment and videogame sector is back on 5-8 October!

Technology, thrills and experiences in their purest state, where the leading players and influencers in the world of gaming, e-sports and multimedia technologies will be presenting the latest innovations and trends to professionals, fans and enthusiasts.



5-8 OCTOBER 2017

**MONTJUÏC EXHIBITION
CENTRE**

HALLS 1, 2, 3 AND 5

65,000 sq. m



Organisers



THE ONLY EVENT WITH CROSS-BRAND SUPPORT

BGW is the only videogame event in Spain to enjoy the support of all the leading brands as a venue for presenting and premiering their new products to the general public. Fira de Barcelona and AEVI are the joint organisers of BGW, a great partnership that combines expert sector knowledge with the experience of organising major events in the centre of Barcelona.





Your ultimate boost

BARCELONA GAMES WORLD will once again become the benchmark of the video game industry. From October 5-8, all agents from value chain will meet to promote networking and new business opportunities. From publishers, developers and investors to professionals, users and media.

To boost the development of the national video game industry, BGW will have an exhibition of indie projects that will be complemented by an area of business meetings between publishers, investors and developers: the **CO-OP BUSINESS ZONE**.

If you want to boost your project and take it to the next level, BGW It is a unique opportunity where you can contact the key players of the industry.





GAMES PRO

October 5-6

BGW dedicates 2 days to professionals and businesses. A unique opportunity to establish business leads, participate in the conference program or take part in the networking sessions with national and international investors and publishers.

See the main figures of GamesPro 2016:

20
CONFERENCES

108
DEVELOPERS, INVESTORS
AND PUBLISHERS

362
BUSINESS MEETINGS

+2.500
CONGRESISTS

68
START-UPS & INDIES

12
BOOTHS FOR ACADEMIC
ORIENTATION AND
EMPLOYMENT



Areas and contents

GAMES PRO

GAMES PRO

During two days BGW presents a complete program of activities to inspire, learn, connect and do business:

**DEVELOPERS, STARTUPS,
PUBLISHERS, INVESTORS,
INFLUENCERS AND SPECIAL GUESTS**



INDIES EXPO

A commercial area where indies and startups present their projects and take advantage of the best opportunities for networking, commercialization and business.

ACADEMIC ORIENTATION

A space where to present the best training programs and new opportunities for professional development.

CO-OP BUSINESS ZONE

An area reserved for business meetings and funding opportunities through a prior online agenda system. Aimed at indies, startups, publishers and investors.

CONFERENCES & SPECIAL GUESTS

Knowledge and talent development are key points to the growth of the industry. BGW hosts a comprehensive lecture program and master classes to present trends or successful experiences.





Meetings system

CO-OP BUSINESS ZONE



CO-OP BUSINESS ZONE is a pitch & match service aimed at facilitating business meetings between developers, investors and publishers.

Business meetings will be planned before the fair through an on-line agenda system and will take place during the event.

These meetings will be held during:

Thursday: from 10:30 a.m. to 2:00 p.m. And from 16 to 19 h.

Friday: 10:30 a.m. to 2:00 p.m.

Length of meetings: 30 minutes

The area will have capacity for 30 meeting places, with capacity for 3 people (1 table and 3 chairs, 1 publisher / investor, 2 developers / indie / start-up).



Space and rates

CO-OP BUSINESS ZONE



INSCRIPTION FEE

240€

- Includes access to the agenda platform.
- Pitch and match service during the fair
- Entry to BGW for October 5th and 6th
- Not included: VAT



Meetings process

CO-OP BUSINESS ZONE

Platform of online meetings

This on-line platform will contain the profiles and projects of all participants. Companies that are interested in contacting through the platform and allowing the meeting manager to take charge of their agenda can be invited. Meetings will be automatically reserved in free time slots. Also, slots can be blocked for conferences or meals, making it impossible to have 2 meetings in the same strip.

Meeting Manager

You will have at your disposal a personal meeting manager who will invest time and effort in getting the confirmation of your requests. This team of managers will actively follow the participants to respond to their requests (avoiding them to remain stuck), and help them to confirm a priori rejected meetings.

During the fair

The meetings will be held at the fair itself, in the CO-OP BUSINESS ZONE area, for exclusive access to program participants.

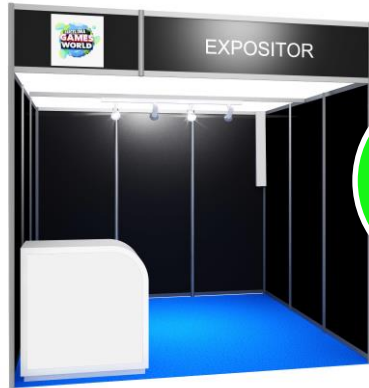
During the event, the personal meeting manager will be available to arrange some last-minute on-site meetings. They will also help you with last minute changes or by telling you when the next meeting will be.



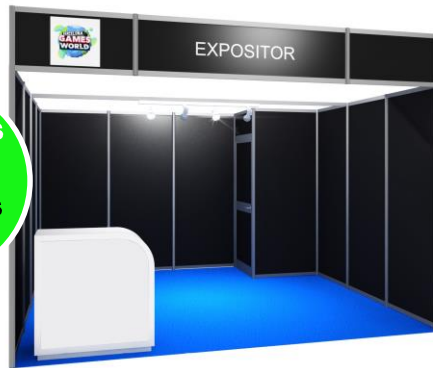
Participation options

EXPO INDIES + CO-OP BUSINESS ZONE

Booth + CO-OP BUSINESS:



**INCLUDES
ACCESS
CO-OP
BUSINESS
ZONE**



Indie Box4M2 + CO-OP BUSINESS:

Exclusively for startups (-3 years)

**INCLUDES
ACCESS
CO-OP
BUSINESS
ZONE**



Stand Pack 9m2

Stand Pack 16m2

Indie Box 4m2

**Only inscription
CO-OP
(without booth)**

240€

- Space of 9 sq. m
- Mandatory insurance
- Modular stand with black walls 245 cm high
- Exhibition carpeting in Ducados blue.
- 1 black panelled modular storeroom 100 x 100 x 245 cm high
- 1 white wood counter as per design. 100 x 40 x 100 cm high
- 1 stool.
- General lighting of 75 W per sq. m.
- 1 x 250 W lighting switchboard with socket.
- 1 sign with white sans serif letters per open side.
- 1 show logo per open side on frieze.
- Inclusion in online exhibitors' catalogue
- Exhibitor badges and invitations as per scale.
- Wi-fi connection

- Space of 16 sq. m
- Mandatory insurance
- Modular stand with black walls 245 cm high
- Exhibition carpeting in Ducados blue.
- 1 black panelled modular storeroom 100 x 100 x 245 cm high
- 1 white wood counter as per design. 100 x 40 x 100 cm high
- 1 stool.
- General lighting of 75 W per sq. m.
- 1 x 250 W lighting switchboard with socket.
- 1 sign with white sans serif letters per open side.
- 1 show logo per open side on frieze.
- Inclusion in online exhibitors' catalogue
- Exhibitor badges and invitations as per scale.
- Wi-fi connection

- Space of 4 sq. m
- Registration fee
- Mandatory insurance
- Access to the Pitch & Match platform and meetings with investors and publishers: CO-OP BUSINESS ZONE
- Modular stand with black walls of 245 cm / h
- Exhibition carpeting in grey.
- General lighting of 75 W per sq. m.
- 1 x 250 W lighting switchboard with socket.
- 1 sign with white sans serif letters per open side.
- Inclusion of company in online exhibitors' catalogue
- Exhibitor badges and invitations as per scale.
- Wi-fi connection

Until 31 MAY

From 1 June

€1,470

€1,694

Until 31 MAY

From 1 June

€2,626

€2,882

€680

Additional sq. m:
162€/ sq. m

Additional sq. m:
177€/ sq. m

Additional sq. m:
167€/ sq. m

Additional sq. m:
183€/ sq. m

Does not include: VAT



Why to take part?

TAKE YOUR PROJECT OR STARTUP TO THE NEXT LEVEL:

- You can join CO-OP BUSINESS ZONE's business meeting program and present your project to national and international publishers and investors.
- We include a schedule service and personalized interviews (Pitch & Match) so you can fund or find a partner that drives your project.
- You will know all the innovations, success experiences and trends through a complete conferences program.
- BGW is the ideal platform to promote your business and get the momentum you need.

REGISTER NOW AND JOIN THE PARTNER YOUR PROJECT NEEDS:

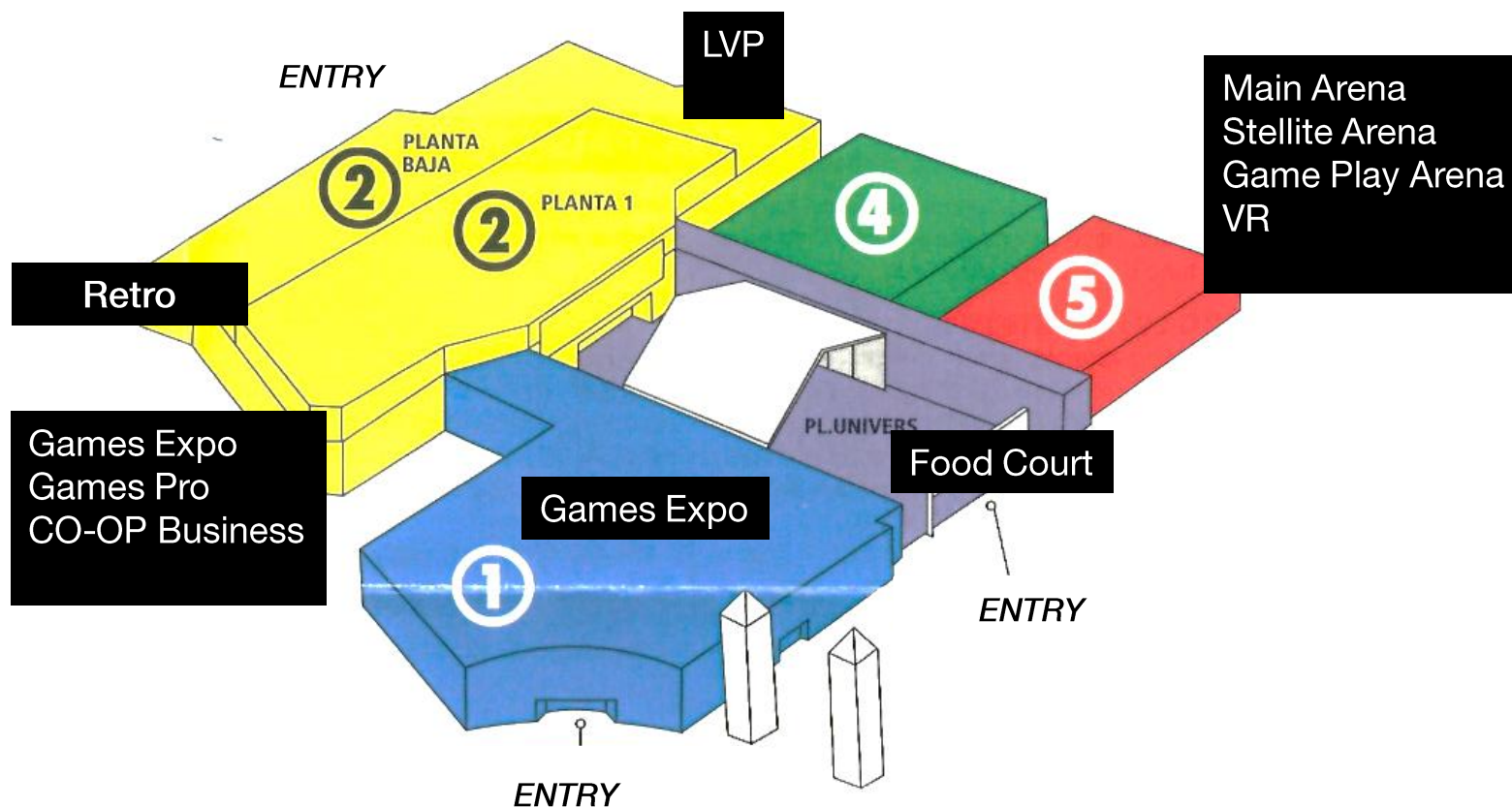
See some of the investors that take part in BGW 2016:

- IPC Capital
- London Venture Partners
- InFin Capital
- Execution Labs
- Nintendo Europe
- Sony Interactive Entertainment, among others.



Venues and contents

2017





Main figures 2016

A WINDOW TO VIDEO GAMES' PRESENT AND FUTURE

54,000 sq. m OF EXPERIENCES

With an exhibition of over 54,000 sq. m, BGW broke all size and attendance records, becoming the largest gaming event held in Spain to date. The participation of major brands, the expectation to find out about the **upcoming titles** and a major media coverage were key to the success of BGW 2016.

150 exhibitors

+54,000 sq. m of exhibition space

+70 titles exhibited

+1,000 gaming terminals





Main figures 2016

A MASS MEGA-EVENT



121,980 visits

BGW 2016 recorded a massive turnout, becoming one of the largest video game events in southern Europe.

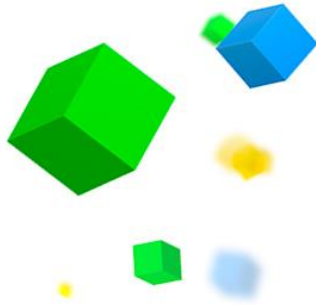
This figure accounted hits with repetitions from 6th to 9th October.

833,579 admissions

Through 3 operating exhibition halls, BGW recorded a total of 833,579 admissions in four days, becoming a powerful and effective marketing tool in the service of sponsors and brands.

Total admissions registered

	Hall nº					Total
	1	2	2.1.	5	Pl. Univers	
06-oct	8.613	9.696	4.097	0	18.353	40.759
07-oct	24.120	35.045	13.069	0	73.974	146.208
08-oct	64.314	75.046	26.824	14.759	176.065	357.008
09-oct	53.377	62.280	26.540	0	147.407	289.604
Total	150.425	182.069	70.530	14.764	415.799	833.579



Social media reach

A MAJOR ACTIVE GAMER COMMUNITY:

28,400 FOLLOWERS
+135,000 CLICKS ON E-COMMERCE TICKETS
+7,200,000 TOTAL VIEWS
1,373,726 WEB VISITS



12,300
followers
3,660,000
views
21,700
mentions



11,300
likes
3,500,000
views



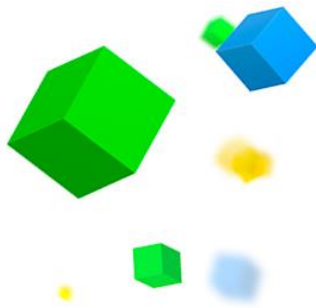
4,800
followers
100,000
views



52,000
Spot plays



2,600
Conversations



On-Off broadcasting

COMPREHENSIVE COVERAGE IN THE MEDIA

515 REGISTERED JOURNALISTS
 329 REGISTERED INFLUENCERS
 1,678 POSTS
 74.5 PAGES IN THE PRESS
 +4H TV AND RADIO BROADCAST
 457M TOTAL AUDIENCE
 +€5.5M IMPACT VALUE

	Print Media	Online Media	Television	Radio	Europe	Total
Number of Items	169	1.338	56	54	61	1.678
Page Space	74,5	-	-	-		74,5
Duration	-	-	1:34:39	3:02:13	-	4:36:52
Economic Value	919.359 €	1.895.530 €	1.126.388 €	277.364 €	1.287.874 €	5.506.514 €
Impacts on audience	42.942.993	328.498.821	22.965.000	3.210.000	59.463.668	457.080.482



Take part!

5-8 OCTOBER 2017

Take your company to the next level

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