



Bringing Industry and Academia Together

June 22-23, 2010

Copenhagen, Denmark

The National Academy of Digital, Interactive Entertainment
 Det Danske Akademi for Digital, Interaktiv Underholdning

Reach the Decision Makers in Game Education.

The Game Education Summit Europe is the only conference that brings together the administrators and faculty from game education programs with the industries they serve.

Game education programs large and small attend the Game Education Summit Europe to learn about the latest developments in Game Education, Curriculum Development and Research.



DADIU

THE NATIONAL ACADEMY OF DIGITAL
 INTERACTIVE ENTERTAINMENT

Title Sponsor - \$20,000 (1 Available)

This is the premier sponsorship for the Game Education Summit Europe. Your company will be aligned with the premier conference for game educators and the game industry in the nation.

- Conference Passes (8)
- Listed on all collateral as the Title Sponsor with company logo
- Banner prominently displayed at registration.
- Banner displayed at the Summit
- Opening Conference Remarks
- Insert in conference Bag
- Inside Cover of GES Program

Gold Sponsors - Opening Night Reception - \$6,000 (1 Available)

The "First Drink on Us" Reception is the highlight networking event of the Summit. 90% of the attendees are present at the reception. This is a great way to make a positive impression about your company and everyone leaves happy.

- Conference Passes (4)
- Welcoming Speech at Reception
- Banner Placement at Reception and Summit
- Inside Back Cover of GES Program
- Logo on Website for GES and GEN

Lunch Sponsors - \$ 5,000 (2 Available)

Put your company's logo on each attendee's meal. Your company will be remembered as the provider of an amazing meal and a delightful break in the day. There are only 2 lunch sponsorships available.

- Conference Passes (3)
- Signage at Lunch
- Welcome speech at the beginning of lunch
- Company logo prominently displayed in Summit Program
- Logo on GES Website

Bag Sponsor - \$5,000 (1 Available)

Your logo will go home with the attendees and they will remember you every time they use this useful item.

- Conference Passes (2)
- Your logo prominently displayed on the Summit bag
- Logo on the GES Europe Website

T-Shirt Sponsor - \$4,000 (1 Available)

Your logo will be on every attendees mind when they put on this stylish shirt.

- Conference Passes (2)
- Your logo prominently featured on the Summit T-Shirts
- Logo in GES program
- Logo on GES Website

Call (512) 619-4151
for more information or visit
www.GESEurope.com

Exhibit Table - \$1,500 (4 Spaces Available)

Space is very limited so only 4 Tables are available and they are prominently located in the main Summit hall. If you have textbooks or technology you want the game education decision makers to see this is your best chance.

- Draped Table with 2 Chairs
- Company Listing in Summit Directory
- Company Logo on the GES Website

Session Sponsors - \$2,500 (4 Available)

If you have a product or program that you would like to be seen by many of the game education programs in the country this is the ideal sponsorship. You will be given prominence on the schedule with a 50 minute session to tell the decision makers and game education luminaries about your offerings. These have historically been very well attended sessions.

- Conference Passes (2)
- Signage at Summit
- Company logo in Summit Program
- Quarter Page ad in Summit Program so the attendees can contact you!
- Logo on GES Website

Lanyard Sponsorship - \$1,500 (1 Available)

Have the conference attendees walking around with your logo front and center!

- Conference Passes (2)
- Conference Pass (1)
- Your logo prominently featured on the badge lanyards.
- Logo on the GES Website
- Lanyards to be provided by sponsor

Bag Insert - \$200

Have your company's material placed in each attendee's bag.

Your company can include informational material and/or items

Logo on GES Website



Sponsor / Exhibitor Application

Application for Sponsorship: This application for sponsorship at the Game Education Summit Europe will become a binding contract upon acceptance by Event Management, based upon the rates and rules governing the exposition, and general information listed on the next page of this form and constitute a part of the contract.

Payment: Fifty percent (50%) of the total cost of sponsor's participation fee must be received by the Game PathEvents, LLC with this signed application. The additional fifty percent (50%) balance is due 30 days before the conference. If your company fails to meet the payment terms, Game Path Events, LLC reserves the right to reassign your booth space or sponsorship.

Cancellation penalties will be assessed in accordance with Item 12 in the Rules Governing the Event on the back of this contract. Please fax completed form to: (512) 233 2771 Make checks payable to: Game Path Events, LLC

YOUR NAME (PRINT OR TYPE)	
TITLE	
COMPANY (AS YOU WANT IT TO APPEAR IN LITERATURE)	
STREET ADDRESS 1	
STREET ADDRESS 2	
CITY/STATE/ZIP	
PHONE	
FAX	
WEB SITE	
AUTHORIZED SIGNATURE	DATE
EMAIL	
VICE PRESIDENT OF MARKETING	EMAIL
TRADE SHOW CONTACT	EMAIL
ACCOUNTING CONTACT	EMAIL
P.O. #	OR CREDIT CARD INFO AT RIGHT

Circle to Select Sponsorship Levels

- Title Sponsor \$20,000 (1 Available)
- Gold Sponsor (1 Available) \$6,000
- LunchSponsor (2 Available) \$5,000
- BagSponsor (1 Available) \$5,000
- T-Shirt Sponsor (1 Available) \$4,000
- Exhibit Table (4 Available) \$1,500
- Session Sponsors (4 Available) \$2,500
- Lanyard Sponsor (1 Available) \$1,500
- Bag Insert \$200

GrandTotal _____

Credit Card Information:

Name on Card

Expiration Date

Card #

Billing Address if Different from Above

Billing City, State and Zip if Different from Above

TERMS

1. General Matters. Management's obligation to hold the event is conditioned upon the Facility making available the space applied for by the Management on the dates specified. Management has the sole right to determine the eligibility of any company or product for inclusion in the Event. Management makes no representation or warranty, express or implied, regarding the number of persons who will attend the Event.

2. Assignment, Use of Space. Management shall assign to each Exhibitor space for the period of the Event. Management reserves the right to withdraw its acceptance of this application and to cancel the Exhibitor's participation in the Event if it determines that the Exhibitor is not eligible to participate. Exhibitor may not assign or sublet its exhibit space or any part thereof (so called "booth-sharing"). Decisions of Management regarding use of exhibit space shall in all instances be final and binding.

3. Relocation: Floor plan Revisions. Management reserves the exclusive right to revise (floor plans and/or move assigned Exhibitors as it deems necessary.

4. Occupancy, Payment Defaults. All participation costs must be paid when due, and in any event in full prior to Exhibitor's move-in. If Exhibitor fails to occupy its contracted space, fails to pay any or all fees in a timely manner, or fails to perform, meet or observe any term or condition set forth herein, it shall not be relieved of the obligation of paying the full cost of its participation in the Event and Management, at its discretion, may cancel this agreement and Exhibitors' participation in the Event and reassign the exhibit space. If the Exhibitor tenders the exhibit fee after such reassignment, Management may assign to it such other exhibit space, if then available, which Management deems appropriate. Exhibitor shall not be entitled to any refund of any part of any fee and shall remain liable for payment of all fees set forth in this agreement subject only to the applicable cancellation schedule herein.

5. Installing, Exhibiting and Dismantling. Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. All displays must be fully set up by the opening of the Event and be open for business during all Event hours. When vacated all exhibition space shall be left in good order.

6. Contractor Services and Information. Management shall select and/or approve each contractor to provide support and facilities services. Management assumes no responsibility for failure of performance by, or the conduct of, any contractor or subcontractor or its employees.

7. Photography. Exhibitor is prohibited from taking any type of photograph or video of the Event without Management's consent. Exhibitor agrees that Management may take photographs or video of the Exhibitor's booth space, exhibit and exhibit personnel.

8. Taxes & Licenses. Exhibitor shall be responsible for obtaining all licenses, permits, and approvals under local, state or federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the Event.

9. Cancellation of the Event. If for any reason beyond Management's control (e.g. fire, flood, casualty, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, acts of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or Federal law or act of God), the Event or any part thereof, is prevented from being held, or the Facility becomes unavailable, unavailable unfit for occupancy or substantially interfered with, Management may cancel the Event. In such event, Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue thereof, and Exhibitor waives claims for damage arising therefrom. Upon any such termination, Management may refund to Exhibitor no more than a prorated amount of Exhibitor's total cost of participation paid after deducting all expenses and reasonable compensation to Management. In no case shall the amount of any refund exceed Exhibitor's total cost of participation actually paid.

10. Postponement of the Event. If for any reason Management determines that the location or dates of an Event should be changed, no refund will be due to Exhibitor, and Management will assign to Exhibitor, in lieu of the original space, such other space that Management deems appropriate, and Exhibitor agrees to such space under the terms of this agreement. Management shall not be financially liable or otherwise obligated in the event that the Event is relocated or postponed.

11. Exhibitor Cancellation. If Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving written notice thereof to Management. In such event, Exhibitor shall be liable to the following cancellation fee: 60% of the total cost of participation if such cancellation is effective more than 120 days prior to the scheduled opening of the Event, and 100% of the total cost of participation if such cancellation is effective within 120 days prior to the scheduled

opening of the Event. Payment of the cancellation fee must be received by Management within 15 days after cancellation. The effective date of any cancellation shall be the date Management actually receives Exhibitor's written notice as specified above. Exhibitor understands that this cancellation fee has been incorporated into this Agreement as a valid pre-estimate of damages Management will sustain which will not be capable of precise determination, and is considered to be liquidated and agreed-upon damages suffered as a result of Exhibitor's cancellation, and is not a penalty. Subsequent reassignment of canceled exhibit space shall not affect this cancellation assessment.

12. Copyrighted Materials. Exhibitor shall not violate any copyrights with respect to writings, music or other materials used by it at the Event and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all licenses therefor. Exhibitor shall indemnify and hold harmless Management, any association owner or sponsors, the Facility, and their respective officers, directors, employees, agents and representatives, from and against any and all actions, causes of action, claims, demands, liabilities, losses damages, costs and expenses, of whatever nature and kind, which anyone/or each of them shall sustain, incur or become subject to, involving, arising from or relating to, Exhibitor's breach of any of its obligations contained herein or the use of copyrighted materials at the Event.

13. Limitation of Liability; Indemnity. Neither Management nor the Facility, nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Event, licensing and/or use of exhibition space hereunder, or the failure of Management to make available the exhibit space or hold the Event, however caused, including that caused by Management's or any Facility's, or its officers', agents', employees' or other representatives' negligence. Exhibitor shall indemnify, defend and hold harmless Management and the Facility and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorney' fees and expenses of any kind which might result or arise from its participation in the Event, its licensing and/or use of exhibition space hereunder or any action or failure to act on the part of Exhibitor, or its officers, agents, employees or other representatives. Exhibitor understands that neither Management nor the Facility, nor its affiliates, maintains insurance covering Exhibitors liability or property, and Exhibitor is advised to obtain, at its sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others. Exhibitor shall provide evidence of such insurance to Management and the Facility upon request. It is understood all property of the Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the Facility, and neither Management nor the Facility assumes any responsibility therefor. In no event shall Management be liable to Exhibitor for incidental, consequential, special or indirect damages, including lost profits, even in Management has been apprised of the possibility of such loss.

14. Damage to Facility. Exhibitor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property.

15. Amendment and Interpretation. Management shall have full power in the enforcement and interpretation of all terms, conditions and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and in the best interests of the Event. The connectives "and" and "or" shall be construed both conjunctively and disjunctively, the term "including" shall mean including without limitation, and words in the singular shall include the plural, and the words in the plural include the singular.

16. Agreement to Terms, Conditions and Rules. Exhibitor agrees to observe and abide by the foregoing terms, conditions and rules, those contained in other Exhibitor documentation and by such additional terms, conditions and rules made by Management from time to time for the efficient and safe operation of the Event, all of which constitute a part of this Agreement. The rights of Management under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Management.