Commercial Proposal

XI Brazilian Symposium Games and Digital Entertainment
SBGames is the biggest and most important Games and Digital Entertainment event in Latin America and every year it gathers researchers, artists, designers, teachers and college, industry and research facilities students. SBGames is the SBC (Brazilian Computing Society) Games and Digital Entertainment Special Commission.

The symposium started in 2002 with the name Wjogos, focusing mainly in computing, and since then it occurs annually, now focusing also arts, design, culture and industry issues.

National and international researchers study games under different perspectives. In other words, through developer eyes, involving computing, arts and design, the culture that gathers the researchers and social science professionals, human science and common areas that discuss and studies the relation established between electronic games and its players.

And finally, the industry area that is presenting a significant growth on Brazilian Market.

On its current model, SBGames is formed by four trails (Computing, Art & Design, Industry and Culture), two festivals (Independent Games Festival and Art Exhibition) and tutorials.

To make this event on Brazilian central region for the first time, and especially in Brasilia, creates the possibility of strengthening and rise of new game development companies, spreading and creating new technologies and products, creating new jobs and training people on this area that grows exponentially in Brazil and around the world.

And for the first time, there will be an open exposition from both public and private companies that is connected somehow to the game industry and technology development for entertainment, education, health, communication, marketing or related areas. The event will be widely disseminated in high schools so teenagers who are preparing themselves for college admission exams have the opportunity to know the game development area and the processes that are part of this job. In Brazil, the game development area is the one growing faster, creating new jobs and new business opportunities.
Diretoria e Comitê

SBC President:
Paulo Roberto Freire Cunha (UFPE)

SBC Vice President:
Lizandro Zambenedetti Granville (UFRGS)

Games and Digital Entertainment Special Commission:
Esteban Clua (UFF)
Bruno Feijó (PUC-RIO)
Soraia Musse (PUC-RS)
Carla Castanho (UnB)
Ricardo Nakamura (USP)

Steering Committee:
Luiz Gonzaga (Unisinos)
Joao Ricardo Bittencourt (Unisinos)
Juliano Barbosa Alves (Oniria)
Lynn Alves (UNEB)
Rafael Dubiela (UFPR)

Computing Track:
Ricardo Nakamura (USP)
Licínio Gomes Roque (Universidade de Coimbra, Portugal)
Rodrigo Bonifácio (UnB)

Art & Design Track:
Maria das Graças Chagas (PUC-Rio)
Tiago Barros P. e Silva (UnB)

Industry Track:
Fred Vasconcelos (Abragames)
Saulo Camarotti (IESB/Behold Sutios)

Culture Track:
Roger Tavares (UNEB)
Nelson Zagalo (Univ. do Minho, Portugal)
Germana Nobrega (UnB)

Tutorials:
Silvano Malfatti (Univ. do Tocantins)
Marsal Branco (Feevale)
Marcus Vinicius Lamar (UnB)

Indie Games Festival:
Bruno Campagnolo (PUC-PR)
Artur Mitelbach (PUC-PS)
Guilherme Novaes Ramos (UnB)

Simulation Workshop:
Soraia Musse (PUC-RS)

General chair
Carla Castanho (UnB)
Public

- 60,000 people

Structure

- 15,000 square meter (161,458.65 square feet)
- Generators
- 4x 40 square meter projection (430.55 square feet)
- Press room
- Business area
- 6 auditoriums
- Over 200 people on staff
- Food court
- Security
- After party

Sponsorship

- Government
- CNPq
- CAPES
- BNDES
- AMD Foundation
- Sony
- Microsoft
Acknowledged as one of the activities in the services sector that have grown faster, event promotion has become an important business in communication mix.

Usually divided among 2 big groups, communication tools split in 'Mass communication', which has great reach but barely uses the information potential and 'Direct communication', which grants speed in generated data control, allowing an immediate analysis on resulting effects. That’s the reason why there is a growing need to define a way to join these 2 groups, raise the understanding level and promote mutual cooperation among people.

Direct communication means focus homogeneous public, against Mass communication means, that are a one-way communication system (even having feedback, as audience levels, letters, etc). This characteristic distinguishes them from personal communication, where the communicator counts on the immediate and continuous audience feedback, whether intentional or not. This type of communication directly focus the event participant, where he lives for a period and messages are spread with greater efficiency, targeting a group of opinion formers.
Date
November 2nd, 3rd and 4th

Location
Ulysses Guimarães Convention Center
(Centro de convenções Ulysses Guimarães)
Brasília - DF

Attractions
International Lectures
National Lectures
Workshops
Games and Technology Fair
Games championship

www.sbgames2012.com.br
Trilha de indústria

Lectures from developers and service providers successful on the international electronic games industry.
Art and Design full and short papers presentation.
trilha de computação

Computing full and short papers presentation on games area.
Full and short papers presentation on Culture, education and human development area related to electronic games.
Why Brasília?

What makes this city even more benefic for companies to participate on SBGames 2012 is the fact that Brasilia has the bigger per capita profit in the country and the fact that it has innovation and technology in its DNA. Known to be one of the most demanding markets in Brazil, Brasilia has in its favor the fact that its residents are people from all Brazilian regions. These characteristics make Brasilia the ideal place to present news and to develop tests for the market, and many big companies already found about this potential.

One of the Games and Technology Fair is to present to the public many news and market tendencies in electronic entertainment. Much more than the realistic graphics, gaming industry produces the main technological news in equipment and usability, as movement sensors, accelerometer, 3D glasses, gyroscopes, touch screens among others.

Games has the capacity to insert people in a technological context many times feared by the user and with the movement controls that now take part in many domestic utensils, they bring new horizons to those considered technological illiterate and allow these people to be reinserted on market.

Another objective is to show community that through games it's possible to insert in society people that for some reason have social relationship difficulties, whether for physical or psychological reasons, besides it's a respected and promising career.
Objectives

General

The Digital Entertainment and Games Brazilian Symposium is a space that has the objective to foment discussions contributing decisively for the development and transferring of new technologies that target human valorization through electronic games creation.

Specific

- To foment debates between researchers and electronic games developers;
- To socialize researches that has been developed inside and outside Brazil on electronic games;
- To gather efforts to strengthen this theme among academic space;
- To promote and elevate quality on scientific and technological electronic games productions for pedagogic sceneries;
- To implement gaming culture in contemporary society, pointing its pedagogical and communication possibilities;
- To close the gap between government areas and discussions about national gaming industries, as well as how to use this growing technology in public education;
- To develop a Government intention document about national digital entertainment market;
- To spread the creation of new knowledge and new products in digital games area;
- To boost the strengthening and growth of gaming industry in Brazil;
- To present younger people the professional possibilities in gaming area;
- To offer entertainment and culture options for the population;
- To close the gap between the population and top technologies;
- To spread and consolidate partner brands, sponsors and event supporters.
Target

Demography

Sex: both
Age:
- 12 a 16 (15%)
- 17 a 22 (30%)
- 23 a 30 (40%)
- 31 a 40 (10%)
- 41 + (5%)

Classes:
A and B

Geography

Influence region: Brasília and center-west capitals
Sponsorship quotas

Gold sponsorship
R$ 215.000
US$ 113.000

- 81m² (871.87 square-feet) area for stands in privileged location;
- Your logo on the biggest structure on the event entrance;
- Your logo on a balloon (blimp) in the fair entrance;
- 10 entrances for the symposium;
- Promotional material on the kits for the symposium participants;
- Participation on the symposium opening speech;
- Your logo on the 150.000 brochures;
- Your logo on the 100 posters for the universities;
- Your logo in the official event website with a link to the sponsor page;
- Your logo in 4 newspapers pages in October Sundays;
- Your logo on the event signs and panes;
- Access to the detailed fair and symposium visitor’s mailing list;
- Your logo will be on the marketing emails closer to the event;
- To take part in news stories;
Sponsorship quotas

Silver sponsorship

R$ 120.000
US$ 63.000

- 45m² (484.37 square-feet) area for stands in privileged location;
- Your logo on the event entrance structure;
- Your logo on a balloon (blimp) in the fair entrance;
- 5 entrances for the symposium;
- Promotional material on the kits for the symposium participants;
- Your logo on the 150.000 brochures;
- Your logo on the 100 posters for the universities;
- Your logo in the official event website with a link to the sponsor page;
- Your logo in 4 newspapers pages in October Sundays;
- Your logo on the event signs and panes;
- Access to the detailed fair and symposium visitor’s mailing list;
- Your logo will be on the marketing emails closer to the event;
Sponsorship quotas

Bronze sponsorship

R$ 70.000
US$ 27.000

- 45m² (484.37 square-feet) area for stands in privileged location;
- Your logo on a balloon (blimp) in the fair entrance;
- 2 entrances for the symposium;
- Promotional material on the kits for the symposium participants;
- Your logo on the 150.000 brochures;
- Your logo on the 100 posters for the universities;
- Your logo in the official event website with a link to the sponsor page;

- Your logo in 4 newspapers pages in October Sundays;
- Your logo on the event signs and panes;
- Access to the detailed fair and symposium visitor’s mailing list;
- Your logo will be on the marketing emails closer to the event;
Sponsorship quotas

Games Festival sponsorship
R$ 80.000
US$ 42.000

- Your logo on the participant games evaluation stand in the symposium and fair;
- Your brand mentioned as Games Festival sponsor by the event announcer;
- Your logo on the 1.500 invitations for the symposium participants;
- Your logo on the stage structure;
- Your logo on the Festival videos that will go online on social networks;
- Your logo on projections during the event;

Stands Area (m²)

- Central Area: *R$ 500,00/m²
- Medium Area: *R$ 400,00/m²
- Side Areas: *R$ 350,00/m²

PS: Stand installation included
Sponsorship quotas

Brand Applications

Gold Sponsorship

Silver Sponsorship

Bronze Sponsorship
Ulysses Guimarães
Convention Center
Ulysses Guimarães Convention Center’s west wing map
Contact

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