Austria’s largest gaming event!

19th till 21st October 2018

Vienna City Hall and Outdoor Area

www.game-city.at

Around 77,000 visitors last year

SINCE 2007

Exhibition · Conference · eSport · Info
With around 77,000 visitors in 2017, the GAME CITY is the largest event at the Vienna City Hall.

The success shows not only how important and popular gaming is but also proves that the Viennese way of dealing with gaming is real.

In Europe, the unique GAME CITY combines the exhibition of current game titles with the discussion and advice about the use of computer games and media literacy. Within the scope of the GAME CITY there are separate zones such as the wienXtra Kids Zone, for families and for children over four years of age, the symposium F.R.O.G. (Future and Reality of Gaming) with international experts and the Austrian Championships in eSports.

We are looking forward to the GAME CITY 2018!

Jürgen Czernohorszky
Councillor for Youth and Education
More than 77,000 visitors made their pilgrimage to the monumental building in 2017 to focus on computer games.

This year’s GAME CITY, the twelfth in its history, will take place from the 19th till 21st of October 2018. The age mix from toddlers to pensioners shows that computer and video games play an important role in our daily media routines and are a topic of interest for everyone.

Thanks to the excellent cooperation between the government, industry, media and trade experts in this field, GAME CITY provides a special presentation opportunity for your business. Besides trying out a wide range of games in the “Gaming Room” and the “Gaming Tent” itself, above all, there is comprehensive information in the form of lectures, discussions and helpful sessions by trained personnel.

The aim of the event is to eliminate misunderstandings and confusion and to take away the fear of a medium that on the one hand has become part of our culture, not only for the younger generations who take it for granted in everyday life, but has also received some bad press.

“GAME CITY” in the City Hall shows how modern youth and family policy together with factual information can be presented as something interesting. It is certainly a success for all involved and an enrichment win for the city and its inhabitants.

Highlight: eSport
Exhibition Areas

The GAME CITY offers various exhibition spaces with their own character and different advantages.

- **Gaming Room**
  Festival Hall in the City Hall

- **Back Rooms**
  Gallery & Wappensaalguppe in City Hall

- **Gaming Hall**
  Volkshalle in City Hall

- **Gaming Area I**
  Arcades in the City Hall

- **Gaming Area II**
  Outdoor Area

- **Feststiegen Berth**

- **Market Place**
  Outdoor and tent, exclusive sales area

Register at [www.game-city.at](http://www.game-city.at)
Available Exhibition Space

Draft for the print date. Subject to change.
Gaming Room from € 120,- per m²

Back Rooms see prices p. 11

Gaming Area I from € 90,- per m²

Gaming Area II from € 90,- per m²

Gaming Hall from € 120,- per m²

Market Place from € 90,- per m²
Possible forms of advertising:
+ Unique advertising space (e.g. on the z-line or on the ring)
+ Premium Branding (e.g. Main Entrance)
+ Promotion Packages
+ Advertising in the official booklet etc.

For more information, please contact us!
GAME CITY Market Place

For the second time, GAME CITY has its own sales area: the GAME CITY Market Place. The sale of goods on the GAME CITY may only take place in this designated area, which will be found on the outdoor area.

Price Conditions

Prices are subject to taxes. A single registration fee is required: € 200,- up to 40 m², € 400,- up to 99 m² and € 600,- from 100 m². The energy cost is € 4,50 per occupied sqm, as a proportional fee. The minimum rent is 20 m². The general terms and conditions of GAME CITY apply.
GAME CITY MARKET PLACE

Premiere 2017!
**Deadline**
The early booking price, \( \text{m}^2 \)-price minus 10,- €/\( \text{m}^2 \), is only valid until May 18th 2018, after which the above rates will apply. Please note the general registration deadline is on September 7th 2018. For registrations after September 7th there is an additional late booking charge of 10 percent added to the regular price.

**Price Conditions**
Prices are excluding taxes and a one-time registration fee applied:
- € 200,- up to 40 m\(^2\)
- € 400,- up to 99 m\(^2\)
- € 600,- from 100 m\(^2\)
Exhibitors at GAME CITY are exempt from the entertainment tax. The energy cost is € 4,50- per occupied m\(^2\), as a proportional fee. The general terms and conditions of GAME CITY apply.

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### Prices 2018

#### Gaming Room & Gaming Hall
- Up to 40 m\(^2\): € 170,-/m\(^2\)
- 41 to 99 m\(^2\): € 145,-/m\(^2\)
- From 100 m\(^2\): € 120,-/m\(^2\)

#### Exclusive room rental** (Gross area):

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orchesterloge 35 m(^2)</td>
<td>€ 6,000,-</td>
</tr>
<tr>
<td>Gallery 395 m(^2)</td>
<td>€ 25,000,-</td>
</tr>
</tbody>
</table>

#### Gaming Area I (Arcade)
- Up to 40 m\(^2\): € 120,-/m\(^2\)
- 41 to 99 m\(^2\): € 105,-/m\(^2\)
- From 100 m\(^2\): € 90,-/m\(^2\)

#### Gaming Area II (City Hall Square)
- Up to 40 m\(^2\): € 120,-/m\(^2\)
- 41 to 99 m\(^2\): € 105,-/m\(^2\)
- From 100 m\(^2\): € 90,-/m\(^2\)

#### Back Rooms**
- Steinsaal II 115 m\(^2\): € 9,500,-
- Wappensaal 235 m\(^2\): € 19,800,-
- Small Saloon 180 m\(^2\): € 13,300,-
- Grey Saloon 144 m\(^2\): € 12,600,-

#### Feststiegen Berth**
- per berth with 5 m\(^2\): € 1,000,-

#### Market Place
- see page 8

#### Indie Game Area°
Partner packages with radio FM4 available on request
Over 28,000 Facebook Fans!
FACTS 2018

Austria’s largest computer and console games event:
Exhibition, Symposium, World Cyber Games and wienXtra Kids Zone

Free Entry

4.9 million Austrians play video games
(Study GfK commissioned by ÖVUS 2017)

Vienna capital of Austria with 1.8 million affluent inhabitants
in the heart of Europe

Vienna City Hall and Outdoor Area
as an exceptional venue

Great media interest and coverage
from all types of media

The venue for the final of the Austrian
Olympic Games for Computer and Console gaming

„Future & Reality of Gaming“
Symposium with international Keynote Speakers

www.game-city.at
GAME CITY
With more than 77,000 visitors in 2017, it is now the largest event in the Vienna City Hall.

As a sponsor of GAMECITY you reach a wide and tech-savvy audience – a good processor for the success of your business and the increasing sales of products.

Present your brand name about 80,000 visitors at the biggest event at the Vienna City Hall. On the following pages you see all the possibilities as a sponsor or exhibitor to present your brand at your own stand.

Excerpt questionnaire GAME CITY 2017
1048 spot interviewees

Age
- 2% below 12
- 21% 12 to 15
- 20% 16 to 17
- 40% 18 to 24
- 15% 25 to 39
- 2% above 40

Job
- 40% Pupils
- 20% Students
- 33% Employed
- 7% Others

Buy influence by GAME CITY
- 54% Yes
- 19% No
- 28% Hard to say
A. MEGA BRANDING & B. MAIN STAGE

A3: LED Wall at Entrance-/Exit area from € 27,500,-

B: eSport Main stage

B1: Main stage Partner
incl. branding, 2 Slots and 15 Trailer (á max 20 sec) per day
from € 25,000,-

B2: Stageslot á 20 minutes
Incl. tech-equipment & stage moderation € 600,-

A4: Ring Co-Branding from € 24,500,-

Various crossbars/Special Brandings available on request
C. SPECIAL OFFERS

C3: Partner at the entrance area to entertain the visitor queue from € 9.500,-

Further Actions available on request

C1: Diving tower with co-branding, incl. assembly & disassemble, printing and support from € 25.000,-

C2: Diving tower Exclusively, incl. assembly & disassemble, printing and support from € 32.000,-
D1: Lange Nacht Partner, exclusive naming and ticketing from € 25,000,-
D2: Official GAMECITY smartphone app as co-partner from € 15,000,-
D3: Crew Outfitters, presence on the official Crew outfits from € 4,500,-
D4: Presenting partner of the VIP Lounge from € 6,000,-
D5: 16/18 bracelet co-branding from € 10,000,-
D6: Main Partner Dining Area from € 7,500,-

E1: A-stayer on terrain from € 240,-
E2: A-stayer in prime position from € 440,-
E3: Blow up area (pillar) on terrain from € 1,000,-
E4: Blow up area (pillar) in prime position from € 2,000,-

If you are interested, we will send you the detailed special advertising price list.
F: Customized promotional packages, incl. 2 authorized permits for promoters for the entire event area from € 2.500,-

If you are interested, we will send you the exact price list.
G2: Company name is highlighted bold at the online list of exhibitors from € 180,-

G3: Company name is highlighted bold and in color at the online list of exhibitors from € 280,-

G4: Winery tables (10 tables), Branding incl. production from € 950,-

G5: Target Junge Wienerinnen (aged 16 yrs.) directly with goodie bags from € 800,-

G6: Official Partner of GAME CITY 2018 Lanyards, Co-branding from € 4.500,-

H1: Facebook Posting (Contest) with a range of approx. 550.000 from € 300,-

Imprint: Media owner and manufacturer: Verein wienXtra, in cooperation with the MA 13 Department of Youth. Place of Publication and Production: Vienna
We look forward to welcoming you to GAME CITY 2018.

Registration form for exhibitors
www.game-city.at