

*From November 23 to 25, 2012  
Centro Costa Salguero  
Buenos Aires, Argentina*



EXPOSICIÓN DE VIDEOJUEGOS  
ARGENTINA 2012

| **PRESENTATION** |





EXPOSICIÓN DE VIDEOJUEGOS  
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### **EVA - Argentine Videogame Expo**

*ADVA and PR&RB are partnering to take EVA's 10th edition to the next level, becoming the most important videogame show in Latin-America.*

*Our region is one of the fastest growing markets in our industry with Buenos Aires at the forefront as a blooming development hub.*

#### *EVA In a Nutshell:*

- *A trade show and conference for more 30,000 Visitors*
- *The presence of the leading publishers, platform holders and studios as sponsors and exhibitors*
- *Renown International speakers, over 100 conferences.*
- *Buenos Aires: new game development hub with world class creative talent*
- *Latin America: the fastest growing market in the world for videogames*





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| **ADVA + PR&DB** |  
*a global alliance*





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*Asociación de Desarrolladores de Videojuegos Argentina (ADVA) and Pichon Riviere & Diaz Bobillo Consultores (PR & DB).  
A Global Alliance.*

### **Asociación de Desarrolladores de Videojuegos Argentina (ADVA)**

*This is a nonprofit organization composed of companies and individuals engaged in creating video games, which aims to promote and foster game development in Argentina through several initiatives.*

*ADVA is today the main reference for any international company or individual interested in looking for new opportunities and contacting the community of game developers in the country.*

### **Pichon Riviere & Diaz Bobillo Consultores (PR&DB)**

*Leaders in the domestic market with years of experience in organizing, developing and implementing a great variety of fairs, exhibitions and conferences, obtaining products of excellence thanks to strategic alliances laid down with representatives from various sectors.*

*Aluvi - International Exhibition of Glass and Aluminum / Antiquarian - International Exhibition of Art and Antiques.*

*BATIMAT EXPOVIVIENDA - International Exhibition of Building and Housing / International Biennial of Architecture in Buenos*

*Aires / DARa iD - International Workshop of Interior Design / Exhibition D&D - Design and Decoration, among others.*

*The union of ADVA and PR & DB guarantee a unique and successful event in one of the fastest growing markets worldwide.*

**PR&DB**  
PICHON RIVIERE  
& DIAZ BOBILLO  
CONSULTORES

  
**ADVA**  
Asociación de Desarrolladores de  
Videojuegos Argentina

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| ***EVENT EVA 12*** |





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### ***EVA - Argentina Videogames Expo 2012.***

*EVA - Argentina Videogames Expo 2012 is a space for entertainment. This is a space of meetings, dialogue and training. In this new edition the focus is on showing the growth of this industry and exhibit all its potential, becoming the main gateway to South America and producing successes on multiple platforms such as Regnum Online, Mundo Gaturro, and Running and Fred, among others. It is noteworthy that works are also being developed for major companies such as EA, Disney and Cartoon Network.*

*Currently, the video game industry in Argentina brings together over 65 companies and generates two thousand jobs. During the past year, the business billed about \$50M a figure that encourages to continue working and producing.*



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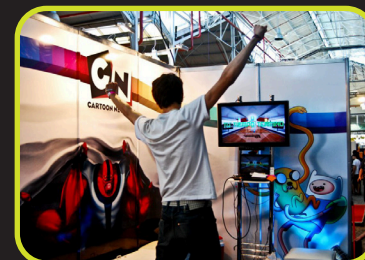
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## EVENT TARGET

*EVA aims at bringing together all players in the in the market and domestic industry, as well as in the foreign and related sectors.*

- Gamers and curious
- Developers
- Publishers
- Game Designers
- Artists
- Programmers
- Students
- Musicians
- Researchers
- Officials
- Professionals pertaining to other cultural industries

*In the next edition, the tenth, THE PLAYER will be added to the end user, thus expecting the attendance of more than 30,000 visitors.*







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### **EXHIBITION**

*More than 100 national and international companies linked with the whole industry will attend.*

### **CONFERENCES**

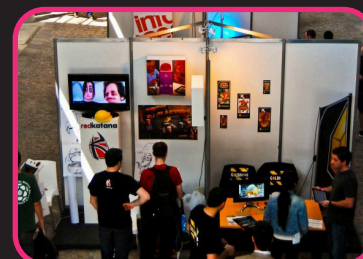
*Important and prominent national and international speakers will be part of the plenary session, providing knowledge, experience and business cases.*

### **WORKSHOPS**

*With a more dynamic development, lectures, workshops and panel discussions will be conducted.*

### **BUSINESS MEETINGS**

*Negotiation meetings will be held in a specially designed space, with the joint organization of Fundación ExportAR.*



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| **CENTRO COSTA SALGUERO** |





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*Centro Costa Salguero, one of the leading companies in the market of exhibitions and events in the City of Buenos Aires, every year hosts productions of the most varied themes, constituting a true landmark in the city map.  
EVA will occupy Hall 4 and Auditoriums.*



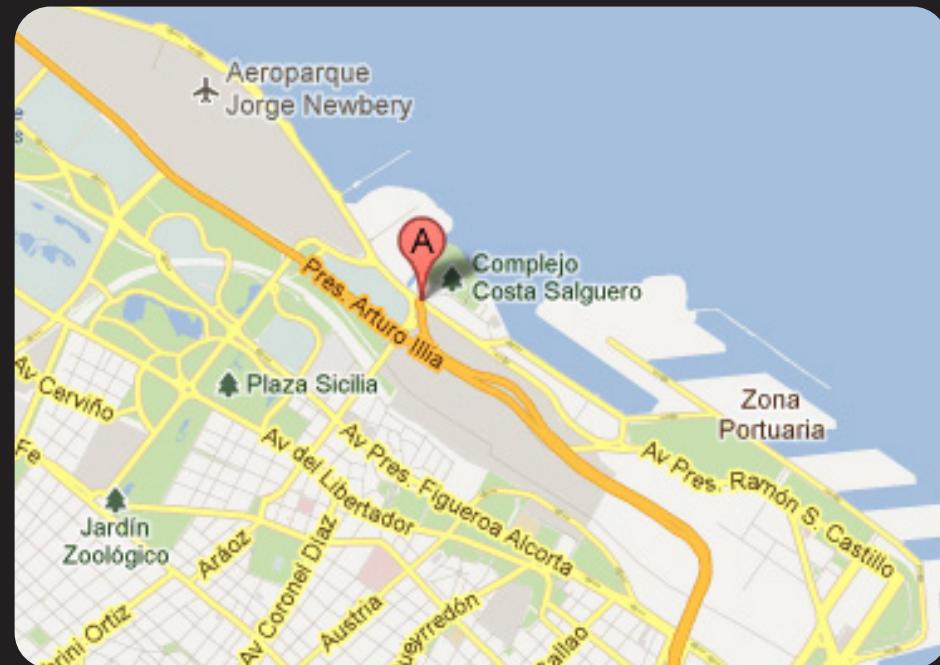


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### *How to get there by bus:*

- Line 33 - From Quilmes to Ciudad Universitaria (only branch that says "Ciudad Universitaria")
- Line 37 - From Lanus to Ciudad Universitaria (only branch 4, by the coast).  
Stop at Avenue R. Obligado y Sarmiento.
- Line 45 - From R. De Escalada to Ciudad Universitaria (only branch that says "Ciudad Universitaria").
- Line 160 - From Claypole to Ciudad Universitaria (only branch that goes to Ciudad Universitaria).  
Stop at Sarmiento and Lugones.



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| **PRESS** |







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The event is supported by a major advertising campaign in mass and sector leading media the country and abroad.



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| ***SPONSOR CATEGORIES*** |





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The location of the Logo will be allocated by category

	MAIN SPONSOR U\$S40.000	PLATINUM U\$S30.000	GOLD U\$S20.000	EXHIBITOR xm2
> ADVERTISEMENTS IN MASS MEDIA	x			
> ADVERTISEMENTS IN GRAPHIC MEDIA OF NATIONAL CIRCULATION AND SECTORAL MAGAZINES	x	x		
> ACCESS BANNER TO THE EXHIBITION	x	x		
> BANNERS IN ACCREDITATION SECTOR	x			
> BANNERS INSIDE THE EXHIBITION	x	x	x	
> EXHIBITION FLYER	x	x	x	x
> STREET CAMPAIGN	x	x		
> PLAN OF THE FAIR	x	x		
> E MAIL MARKETING CAMPAIGN	x	x	x	
> ACCREDITED AND PRE-ACCREDITED PUBLIC CREDENTIALS	x			
> EVENT WEB SITE	x	x	x	
> GENERAL AND SPECIAL INVITATIONS	x	x	x	x
<b>SPECIAL ACTIONS</b>				
> ROTATING BANNER ON THE EVENT WEB PAGE	x			
> INSTITUTIONAL TEXT IN OUR WEB SITE	x	x	x	
> GENERAL AND SPECIAL INVITATIONS TO THE EXHIBITION	1000	600	400	200
> PROMOTIONAL ACTIVITIES	x			
> SPECIAL PROMOTION FOR EXHIBITION AND CONGRESS CLIENTS	2x1	25%		
> FREE LOT	100mts	50mts	25mts	
> OWN SPEAKER	x			
> VIDEO PROJECTION IN ROOM	x			
> INSTITUTIONAL VIDEO	x	x	x	
> ADVERTISING PAGE IN THE OFFICIAL PROGRAM	2	1	1	1
> CONFERENCE REGISTRATION	50	25	15	5

\* Some items of this proposal can be replaced by others, and are subject to the organizer's decisions, providing always for the improvement of communication and brand positioning of the participating sponsors.





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### **PROMOTIONAL SUPPORT PRODUCTS**

- › *Credential holder ribbons*
- › *Notes blocks*
- › *Seat covers with logo*
- › *Lottery sponsorship (prizes must exceed a cost of \$500 )*
- › *4 Self supporting banners*
- › *Merchandising delivery*
- › *Material included in Welcome Kit*
- › *Opening cocktail*



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## CONTACT

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