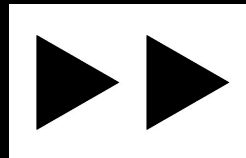


INSOMNIA EGYPT

EXCLUSIVE OFFER FOR THE MEMBERS OF



games:net
berlinbrandenburg

**20% discount off Exhibiting, Sponsoring and attending
Special Indie Package**

**Insomnia Gaming Festival
Africa Games & Digital Applications Conference & Exhibition**

INSOMNIA EGYPT

Egypt's First Festival of Gaming Insomnia

Insomnia is the UK's biggest gaming event, having run for two decades and over 60 editions. Last year, for the first time ever, Insomnia left the UK and took place in Cairo, Egypt. From the 11 – 13 October 2018 over 10,000 people came to the event to game, socialise and have fun. A variety of gaming industry giants, indie developers and local retailers activated a range of products and content during the three days. The worldwide release of Call of Duty Black Ops 4, Marvel's Spider-Man, Assassin's Creed Odyssey, the largest Fortnite tournament ever seen in the region, FIFA 19, 15 separate zones dedicated to different aspects of gaming, VR, mobile, sim racing, Youtubers, celebrities, esports... the list goes on.

The 2nd edition of Insomnia Egypt will take place in Cairo between **31 Oct - 2 Nov 2019** @ Egypt International Exhibition Center.

www.insomniagamingegypt.com

AGDA

AFRICA GAMES AND DIGITAL APPLICATIONS CONFERENCE AND EXHIBITION

CO-LOCATED WITH

INSOMNIA  EGYPT

31 OCTOBER – 2 NOVEMBER 2019
CAIRO INTERNATIONAL EXHIBITION CENTER





THE FUTURE OF AND GAMES & APP DEVELOPMENT IN AFRICA

In 2018, President Abdel Fattah El Sisi announced the launch of a government initiative to train 10,000 young Egyptians & Africans to become gaming and app developers within the next three years and support the establishment of 100 companies specialised in these sectors across Egypt and Africa.

SUPPORTERS

With the support and partnership of the Information Technology Industry Development Agency 'ITIDA' and the Ministry of Communications & Information Technology, the conference and exhibition will be the biggest B2B platform for budding developers, publishers, technology providers, telecom operators, payment providers, localisation experts, content creators, designers and policy makers from all over Africa to engage and discuss the future of the industry.

ABOUT THE AFRICA GAMES AND DIGITAL APPLICATIONS CONFERENCE

To realise the President's vision to cultivate and grow the gaming and applications development market in the region, we are proud to announce the launch of the **Africa Games and Digital Applications Conference and Exhibition**. The goal of this unique event is to: **1** Form a strategic platform for government entities from across the continent to engage with the industry **2** Provide an all encompassing experience for the developer to understand the potential of this exciting sector

DAY 1 The day will serve as an introduction to the industry for government and industry professionals wanting to understand where the sector is heading as well as an overview of regional specific elements to consider when developing games and apps while taking into consideration cultural and ethnic factors within the region. Followed by development strategies focussed on cross platform development to ensure a wider reach for a product. Lastly, the user experience will be covered by highlighting practices to identify the target audience and to engage and sustain interest. **BUSINESS TACTICS IN GAMING AND APP DEVELOPMENT:** An essential part of any industry is the ability to run an effective, profitable business. The session will endeavour to elaborate on key business areas where attention must be given to ultimately achieve success. These will include partner engagement, community management and building loyalty and general business and marketing tactics that will enrich the company.

Days 2 and 3 will be crafted with the developer in mind, providing workshops, panel discussions and talks on a wide variety of topics. Will include:

Design
Visual Arts
VR / AR

Programming
Audio
Business & Marketing

AI
Advocacy

FAMILY LOUNGE

ADRENALINE

ENTERTAINMENT

ESPORTS TOURNAMENTS

TBC

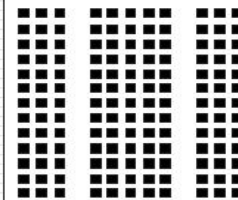
BIG BOY TOYS

FIFA

INSOMNIA SHOP

CHILL ZONE

ENTERTAINMENT & FINALS STAGE



B10	B9
A10	A9
A8	A7
A6	A5
A4	A3
A2	A1
V15	V14
V13	V12
V11	V10
V9	V8
V7	V6
V5	V4

PUBG

B8	B7
B6	B5
B4	B3
B2	B1

MARKET PLACE

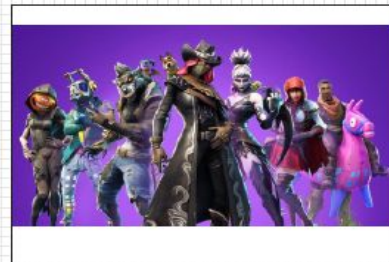
YOOZOO OF GAMES

RETRO ZONE



COSPLAY AREA

COMPU ME



AGDA



AFRICA GAMES AND DIGITAL APPLICATIONS CONFERENCE AND EXHIBITION

IN PARTNERSHIP



SUPPORTED BY



Arab Republic of Egypt
Ministry of Communications
and Information Technology

ORGANISED BY



B10	B9
B8	B7

PLANTRONIC S[®]



V15	V14	V13	V12	V11	V10
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MOBILE GAMING ZONE



VR ZONE



V9	V8	V7	V6	V5	V4
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Exhibiting @ insomnia Egypt (B2C)

- A) **Shell Scheme package includes:** space, rear and side walls, fascia with company name, carpet, electrical connection & consumption, general aisle cleaning, security of pavilion, registration, catalogue entry and website listing + 1 table, 2 chairs, 1 plug socket and 2 spotlights.
(Example: 12 m2 = 1920 USD instead of 2400)
- B) **Space only Includes:** space, general aisle cleaning, security of pavilion, registration, catalogue entry and website listing
(Example: 12 m2 = 1680 USD instead of 2100)

Exhibiting @ Africa Games and Digital Applications Conference and Exhibition

- 1) **Shell Scheme package includes:** space, rear and side walls, fascia with company name, carpet, electrical connection & consumption, general aisle cleaning, security of pavilion, registration, catalogue entry and website listing + 1 table, 2 chairs, 1 plug socket and 2 spotlights.
(Example: 12 m2 = 2880 USD instead of 3600)
- 2) **Space only Includes:** space, general aisle cleaning, security of pavilion, registration, catalogue entry and website listing
(Example: 12 m2 = 2400 USD instead of 3000)

Indie Developers

There is a discounted comprehensive package for Indie developers that includes a table with backdrop, website listing, online marketing, transportation from/to Airport & venue for only 1000 USD

In addition to the above, we can always customise tailor-made packages, if your company would like to discuss the participation further, please contact:

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