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	Programming	AI
Visual Arts	Audio	Advocacy
VR / AR	Business & Marketing	

FAMILY LOUNGE

ADRENALINE

ENTERTAINMENT

TBC

ESPORTS TOURNAMENTS

BIG BOY TOYS

AGDA

AFRICA GAMES AND DIGITAL APPLICATIONS CONFERENCE AND EXHIBITION

IN PARTNERSHIP

ibtida
Developing IT in Egypt

SUPPORTED BY

Arab Republic of Egypt
Ministry of Communications and Information Technology

ORGANISED BY

BME EVENTS

KING OF MAP

ARABHARDWARE

FIFA

ENTERTAINMENT & FINALS STAGE

PUBG

INSOMNIA SHOP

CHILL ZONE

MARKET PLACE

YOOZOO GAMES

RETRO ZONE

ITeSPA

COSPLAY AREA

compu me

NVIDIA.

B10 28m2 B9 28m2

PLANTRONICS B4 50m2

B5

ADATA B6 50m2

B3

B2 50m2

B1 50m2

VR ZONE

MOBILE GAMING ZONE

A9 50m2

LAVA A5 100m2

SICO ELECTRONICS A4 100m2

vodafone A3

PlayStation A1

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:

Marco Colombara - **Project Manager** **T: +44 203 463 1023** **E: marco@bme-global.com**

Yasmine Kotb - **Business Development Manager** **T: +44 203 7711 299** **E: y.kotb@bme-global.com**