

FOR IMMEDIATE RELEASE
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Contact

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1UpState: A Celebration of Games and the People Who Make Them

1UpState is a new Game Developer Expo coming to Albany, NY in support of the Game Development industry in NY's Tech Valley Region

For Immediate Release - Monday, February 6, 2023 - ALBANY, NY >> Crosstalk Media and the Tech Valley Game Space announce a new Game Developer Expo, 1UpState, in support of the region's growing industry. The Expo will be hosted at the Albany Capital Center on Oct 21, 2023 .

About the Event:

New York's Tech Valley is home to a video game development cluster, ranging from small, independent studios to internationally recognized names. 1UpState is a new Developer Expo coming to the Albany Capital Center on October 21st. Join us for a day of panels and speakers, networking opportunities, vendors, and an after-party that will be all about the games!

For this inaugural year, 1UpState will be a single day event with an afterparty. The event will consist of two main areas: The Main Hall for Exhibitors and a separate breakout rooms for panel discussions and speakers. The exhibitors in the main hall will range from independent developers to larger studios from the Tech Valley region. Additionally, attendees will be able to meet and network with local creatives who also support the games industry.

1UpState Goals:

Ultimately, 1UpState has three goals:

Goal 1: Full Workforce Development Lifecycle Representation

As gaming grows as a hobby, more high schools are embracing its growth by supporting student clubs and events. The support for gaming continues with more colleges supporting Esports teams and offering Game Development curriculums. Once they graduate from college, they will be ready to work for one of the globally recognized studios right here in the Tech Valley Region. From public schools, through college, and

into the local workforce, the full workforce development lifecycle will be represented at the same event.

Goal 2: Supporting the Creative Economy

There is no denying the robust and vibrant creative and technical community in the Tech Valley Region. 1UpState will promote these creative efforts by soliciting exhibitors which are all focused on either Game Development or Gaming Culture. These will include Game Development studios, independent creators, service providers, local creatives, and crafters. It takes more than just writing code to bring a game to life, and we intend to promote all the creative efforts required to do so.

Goal 3: Afterparty that's all about the Games

The third goal is for after the event, attendees, guests, and exhibitors will be welcomed back for an Afterparty that's all about the Games! Studios and producers will put their games into full demonstration mode allowing freeplay for all. There will also be a DJ to provide background music and refreshments served for the nighttime crowd.

Event Details:

Event Date: October 21, 2023

Event Times: 10:00am - 6:00pm Expo, 8:00pm - 11:00pm Afterparty

Event Location: Albany Capital Center, 55 Eagle Street, Albany NY, 12207

Event Website: <https://www.1UpState.com>

Link to Tickets: <https://www.eventbrite.com/e/1upstate-tickets-526489272587>

The Core Team:

Crosstalk Media was formed in 2022 for the explicit purpose of organizing 1UpState, a new Game Developer Expo for New York's Tech Valley Region. Teaming up with the Tech Valley Game Space, Grifkuba Game Services, Discover Albany, and the Upstate Alliance for the Creative Economy, Crosstalk Media has taken the lead for organizing and executing a new Game Developer Expo for the Tech Valley Region and beyond.

Contact

For more information, please visit [1upstate.com](https://www.1upstate.com) or contact Anthony Rossi at info@1upstate.com or 518-506-3367.