

1UPSTATE

A CELEBRATION OF GAMES AND
THE PEOPLE WHO MAKE THEM



OCTOBER 21, 2023
ALBANY CAPITAL CENTER

A GAME DEVELOPER EXPO FOR NY'S TECH VALLEY

What to Expect

- A Live Event to Bring Together Members of the Industry and Community
- Presentations and Demos from Local Industry Experts and Professionals
- An Afterparty That's All About the Games!

Target Audience

- Regional Game Developers
- Underrepresented Creators
- Local Creatives and Artists
- Aspiring Game Developers



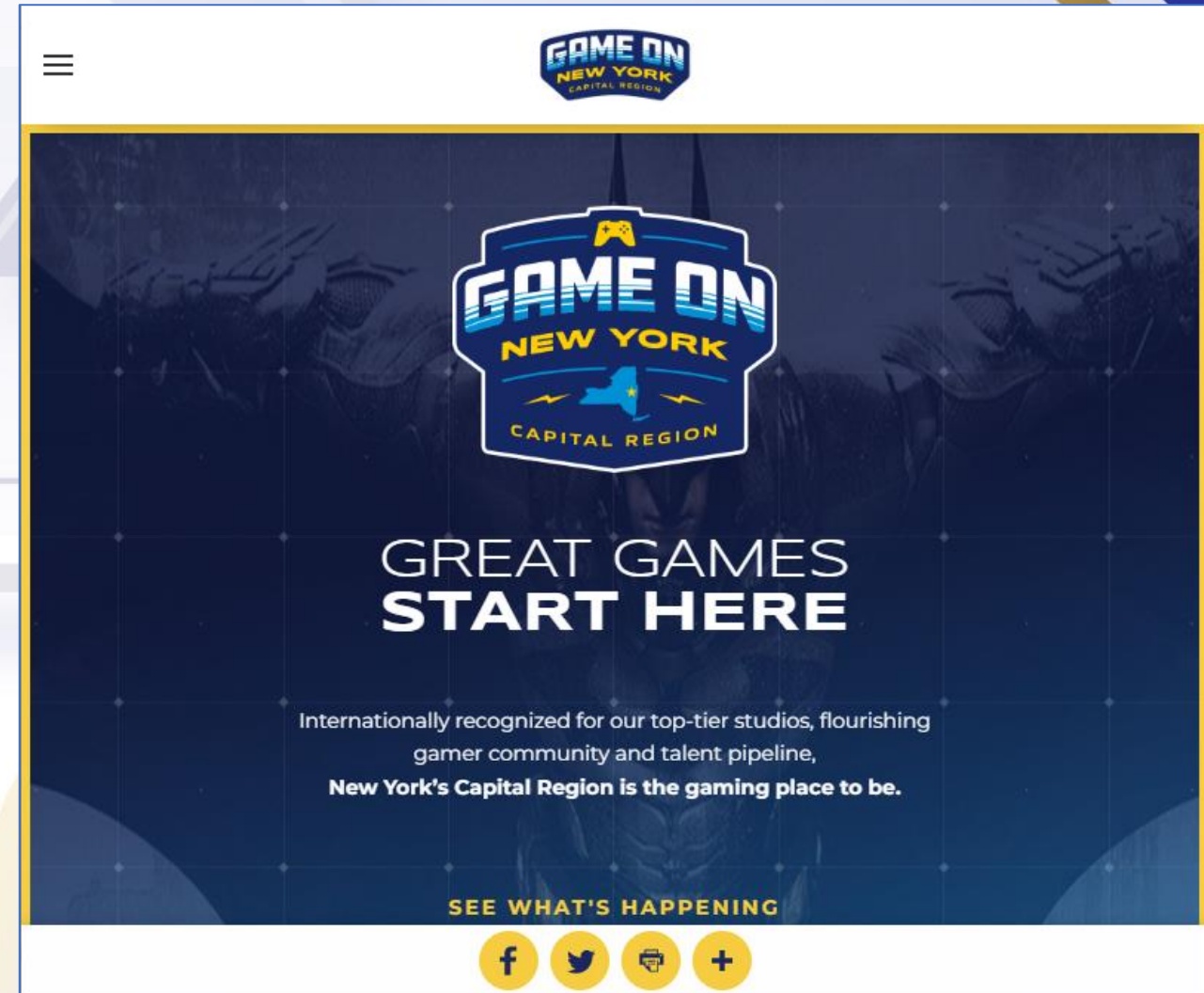
IMMEDIATE LOCAL IMPACT

Local Game Development Support

- Game On NY through the CEG
- NYS \$25M tax credit program
- Continued Industry growth

Established Complimentary Events

- Level Upstate at RPI
- NYS Pavilion at GDC
- Various Conventions in surrounding cities



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VISION FOR THE FUTURE

- Increase Duration into a Multi-Day Event
- Development Workshops and a “Game Jam”
- Higher Profile Guest Speakers and Presenters
- Increased Collaboration With a Global Industry



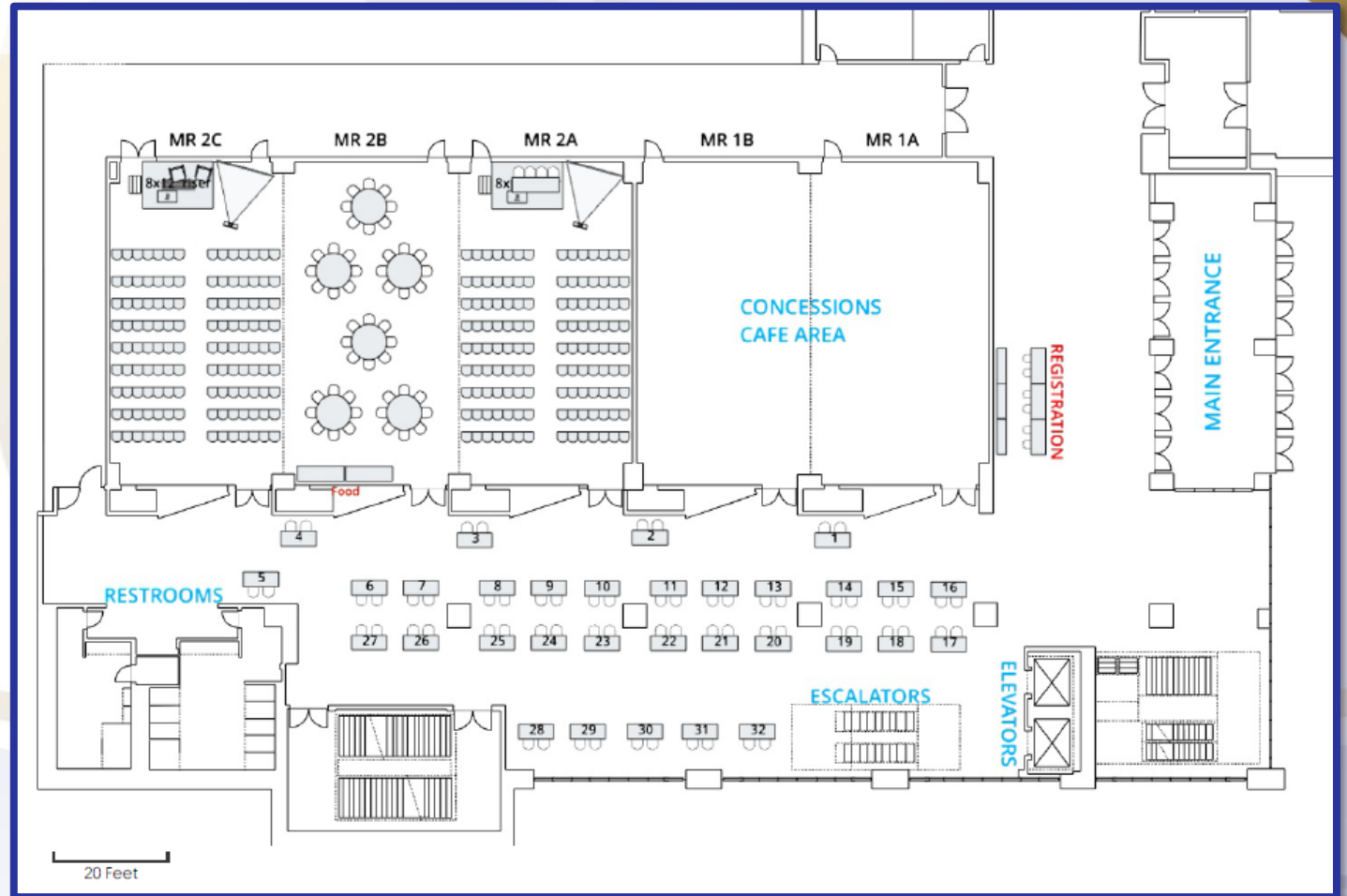
PICS PROVIDED BY TVGS



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TENTATIVE EXPO LAYOUT

- ~30 total tables to be available.
- Final Table and Meeting Room arrangement TBD.
- Multi-Table Exhibitor offerings to be limited.



STANDARD SPONSORSHIP PACKAGES

All tiers include: 2x Event Passes , Name and Logo on Sponsorship page of website.

Featured Advertisements

Panel Room Ad

- \$300
- 2x slots available
- Vertical banner in panel room during sessions

After Party Ad

- \$200
- 4x slots available
- Name, logo to be on Table Tents during event

Program Ads Only

- 1/6 page ad: \$60
- 1/3 page ad: \$80
- Full page ad: \$150

VENDOR BUNDLE PACKAGES

All tiers include: 2x Event Passes, Name and Logo on Sponsorship page of website

Grandmaster-\$400

- 2x Exhibitor Space
- 6x Extra Event/After Party tickets
- Full page ad in program

Adept - \$250

- 2x Exhibitor Space
- 4x Extra Event/After Party tickets
- 1/3 page ad in program

Journeyman - \$150

- 1x Exhibitor Space
- 2x Extra Event/After Party tickets
- 1/6 page ad in program

Nothing that perfectly fits your needs? Custom Sponsorships Available!

Email info@1upstate.com for more info.

EXCLUSIVE SPONSORSHIP TIERS

1x Each available. All tiers include: Logo and Name featured prominently on Website, Cited as "Sponsored By" in press releases, Event Pages, and advertisements, Promotional Material placed inside VIP Bags.

Gold Tier - \$1,500

- 4x Exhibitor Spaces
- 20x Event/After Party tickets
- 2-page ad in program
- 2.5'x4' Banner at registration space

Silver Tier - \$1,000

- 2x Exhibitor Spaces
- 15x Event/After Party tickets
- Full page ad in program
- 1.7'x3' Banner at registration space

Bronze Tier - \$750

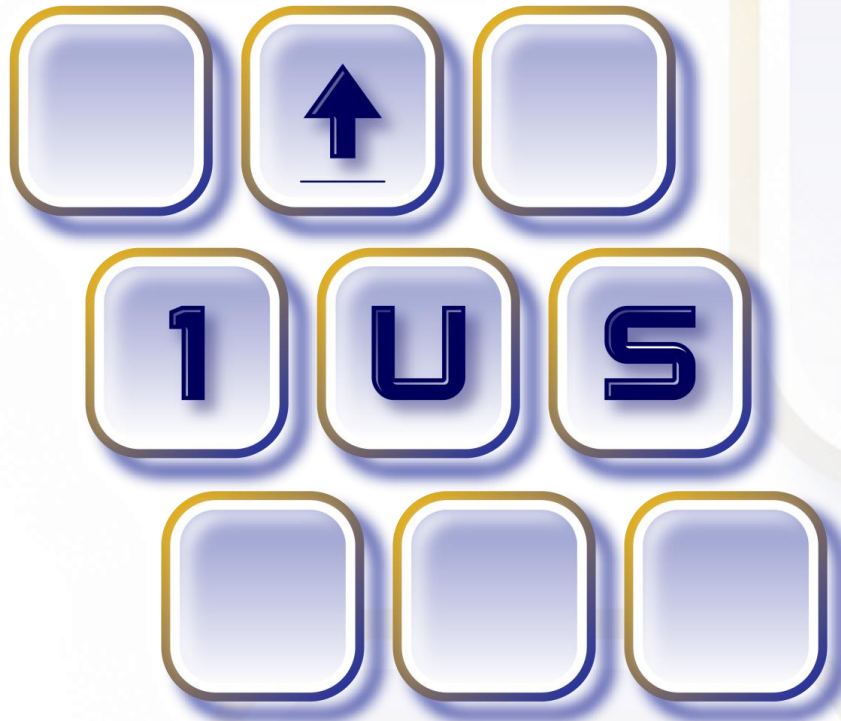
- 1x Exhibitor Spaces
- 10x Event/After Party tickets
- Half page ad in program
- 1'x2' Banner at registration space



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JOIN US FOR A DAY OF PANELS,
DEMONSTRATIONS, VENDORS, AND
NETWORKING WITH THE
GAME DEVS OF NY's TECH VALLEY REGION

THEN COME BACK FOR AN AFTERPARTY
THAT'S ALL ABOUT THE GAMES!

SUPPORTING ORGANIZATIONS

