



2022  
BARCELONA

W BARCELONA HOTEL  
4 - 6 SEPTEMBER 2022  
SPAIN



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## **ABOUT THE ACADEMY OF INTERACTIVE ARTS & SCIENCES**

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The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts its annual awards show, the **D.I.C.E. Awards**, to celebrate and honor creative accomplishments in the field. To further enhance awareness of the Academy's vision, the organization created the **D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit** in 2002, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. In 2013 the Academy launched **D.I.C.E. Europe** in London to cater to the European games market. We have more than 33,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Wargaming, Bethesda Game Studios, Ubisoft, Valve Software, Double Fine, Gearbox Software, Nexon and Insomniac Games, among others.

### **D.I.C.E. SUMMIT**

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**(Design, Innovate, Communicate, Entertain) Summit** is an exclusive conference, gathering the brightest minds in interactive entertainment to explore the creative process and discuss the ideas and innovations that drive the industry forward. D.I.C.E. is a premier networking event where, in addition to top-tier programming, attendees are provided maximum opportunity to form lasting professional connections.

Our flagship event is the **D.I.C.E. Summit** in Las Vegas during the month of February where we also host the industry renowned **D.I.C.E. Awards** celebrating the best in interactive entertainment. Past Summit speakers include JJ Abrams, Gabe Newell, Todd Howard, Jeff Kaplan, Neil Druckmann, and Brandon Beck to name a few.

### **D.I.C.E. EUROPE**

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**D.I.C.E.** is now in it's eighth year in Europe and will be hosted September 4-6, 2022 at the **W Barcelona Hotel in Spain**. This 3 day event will make the most of the stunning surroundings, offering a relaxing, resort atmosphere in which attendees will be treated to insightful speaker programming and an intimate exchange of ideas. Attendees will participate in round table discussions hosted by top talent revolving around topical issues affecting the business and the art form. Attendees are encouraged to bring their spouse/significant other to participate in several networking events guaranteed to be great fun and part of an unforgettable experience.



**SIOBHAN REDDY**  
STUDIO DIRECTOR, MEDIA MOLECULE





# BETTER TOGETHER

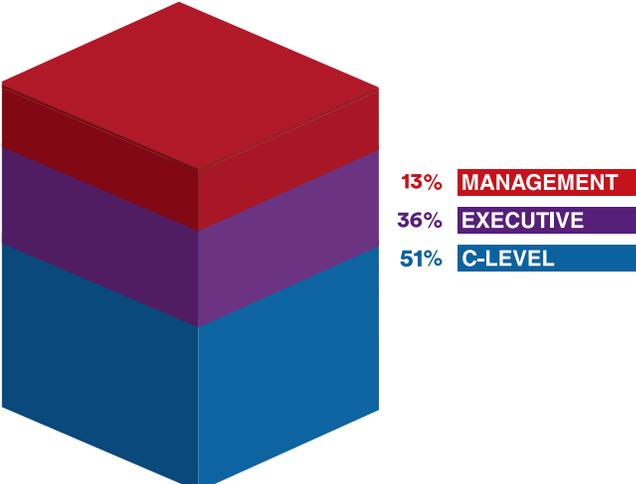
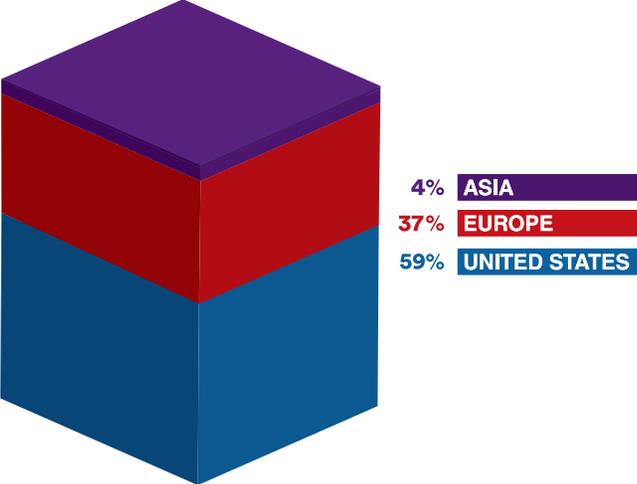
Presented with formidable challenges to community worldwide, now more than ever we celebrate the human connections that drive us forward in business and in life. Communication and collaboration aided by next gen technology fuel a desire to grow and to share new

experiences. D.I.C.E. has always been about the amazing people that build the art form of interactive entertainment. We couldn't imagine not being able to connect with our amazing community to explore new ways to Design, Innovate, Communicate and Entertain.



# WHO ATTENDS D.I.C.E. EUROPE?

Attendees include major interactive entertainment publishers and developers along with some of the brightest and most influential industry leaders, decision makers and visionaries.



## NOTABLE PAST ATTENDING COMPANIES

20th Century Fox  
2K Games  
343 Industries  
505 Games  
Activision  
Akamai  
Amazon  
Apple  
Aspyr Media  
AutoDesk  
Avalanche Studios  
Bad Robot  
Bethesda  
Bioware  
Blizzard Entertainment  
Capcom  
CCP Games  
Cisco  
Creative Artists Agency  
Curse  
Dell  
DeNA  
Double Fine Productions  
Dreamworks  
EA Digital Illusions CE  
EEDAR  
Electronic Arts

Epic Games  
ESA  
Facebook  
Gameforge  
Gameloft  
Gearbox Software  
General Motors  
Google  
GoPro  
GREE  
Gunnar  
Halfbrick Studios  
Hansoft  
Havok  
High Moon Studios  
High Voltage Software  
Humble Bundle  
IBM  
IGDA  
Insomniac Games  
Intel Corporation  
Irrational Games  
Jagex Ltd  
Kabam  
Kojima Productions  
Konami  
LEGO Group

Machinima  
Microsoft  
Mirada Studios/Del Toro Films  
MLB Advanced Media  
MTV Networks  
Naughty Dog  
NBC Universal  
Nexon  
Niantic Labs  
Nickelodeon  
Nike  
Ninja Theory  
Nintendo  
Nokia  
NVIDIA  
Obsidian Entertainment  
Oculus VR  
Penny Arcade  
Playspan/Visa Inc.  
Qualcomm Inc.  
Ready at Dawn  
Rebellion  
Remedy Entertainment  
Respawn Entertainment  
Riot Games  
Rockstar Games  
Rovio Entertainment Ltd

Samsung  
SEGA  
Sledgehammer Games  
Sony Interactive  
Square Enix, Inc.  
Sumo Digital Ltd.  
SyFy  
Take 2 Interactive  
Telltale Games  
Tencent  
thatgamecompany  
Treyarch  
Triton  
Turtle Beach  
Ubisoft  
United Talent Agency  
Unity Technologies  
Universal Pictures  
Valve Corporation  
Versus  
Viacom  
Visa Inc.  
Wargaming  
Warner Bros. IE  
Wedbush Securities  
Wizards of the Coast  
WME/IMG



Electronic Arts



facebook



Google



Microsoft



oculus



Respawn  
ENTERTAINMENT



SEGA

SQUARE ENIX



unity

VISA

VALVE



# WHY SPONSOR D.I.C.E. BARCELONA?

- SUPPORT AND GIVE TO THE PREEMINENT VIDEO GAME PROFESSIONAL ORGANIZATION
- UNPARALLELED INTERACTION WITH C-LEVEL INDUSTRY LEADERS
- INTIMATE NETWORKING WITH A KEY TARGET AUDIENCE
- MEANINGFUL CONVERSATIONS AT THE ROUNDTABLE EXPERIENCE
- ACCESS TO INFLUENTIAL MARKET LEADERS
- CUSTOM SPONSORSHIP PACKAGES
- BEAUTIFUL SEASIDE SETTING IN BARCELONA



## 2019 SPONSORS

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Walk down the hall and you will see people who have been heavy hitters in the games community for ten or twenty years... the crème de la crème, that's who's here.

**Mark Cerny**  
**Cerny Games**

D.I.C.E. is my favorite event.  
It's the right size, it's the right tone.

**Todd Howard**  
**Bethesda Game Studios**

D.I.C.E. offers game developers, big and small, the special opportunity to pull together as artisans and celebrate each other's remarkable contributions to the industry. I am proud to be an active contributor and a fan.

**Andrew Sheppard**  
**Transcend Fund**

This is by far my favorite event of  
the year, every year.

**Shuhei Yoshida**  
**Sony Interactive Entertainment**



# TESTIMONIALS FROM SIGNIFICANT OTHERS

It was a wonderful rare chance to attend a conference with my husband. The venue (Barcelona, Spain) was beautiful, the conference organizers and staff were amazing and supportive and the bonus, was getting to meet other spouses.

## **Mel T.**

D.I.C.E. Europe was a fantastic event that allowed me to get a glimpse of my s.o. hard at work, as well as meet the other spouses who support them. They took the time to weave us in throughout the day with amazing activities like a tour of the gothic quarter, jamon and wine tastings, and join our partners in the networking sessions. Barcelona was a beautiful setting for all of this to take place... So beautiful that he popped the question during D.I.C.E. Summit!

## **Emi B.**

My wife is always travelling to conferences and I've never had a chance for various reasons. But this time I couldn't resist Barcelona, the W Hotel and the city are amazing. It was nice to have a chance to join my wife on a business trip and spend time with her.

**Andrew A.**

Barcelona is a very unique city where the Middle Ages easily mix with the Modern. I loved seeing the Picasso museum and viewing the incredible architecture of Gaudi. D.I.C.E. Barcelona is a fantastic way to meet new people in the industry and to experience a thriving city. I strongly recommend it.

**Karen M.**



## 2022 SPONSORSHIP PROGRAM AND RATES

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### D.I.C.E. BARCELONA

Rate

Title Sponsor _____	\$ 50,000
Welcome Party _____	\$ 20,000
Happy Hour _____	\$ 10,000
Roundtable Experience _____	\$ 20,000
Closing Night Reception _____	\$ 10,000

### Food and Beverage

Breakfast Sponsor _____	\$ 8,500
Lunch Sponsor _____	\$ 15,000
Networking Breaks _____	\$ 10,000
Cooking Competition	

### Additional Sponsorship Opportunities

Attendee Gift Bag _____	\$ 15,000
D.I.C.E. Lanyard _____	\$ 10,000
D.I.C.E. Phone App _____	\$ 5,500
Friend of the Academy _____	\$ 1,000

For questions regarding sponsorship and registration, please contact:

**Meggan Scavio**

[meggan@interactive.org](mailto:meggan@interactive.org)



## **D.I.C.E. BARCELONA PRESENTING SPONSOR**

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This level of sponsorship provides optimum exposure of your company to your peers.

### **Naming Rights**

D.I.C.E. BARCELONA Presented by: Your Company

### **Signage/On-site Marketing**

- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press as “D.I.C.E. BARCELONA Presented by Your Company”
- Your logo is prominently placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Welcome Party Sponsorship (excludes additional conference passes)

### **Academy Exposure**

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

### **Hospitality**

- 4 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$50,000**

## WELCOME PARTY

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### Naming Rights

Welcome Party Sponsor

### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Opportunity for additional branding
- Specialty drinks with naming rights
- Sponsor branding and cocktail napkins at venue

### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

### Hospitality

- 3 D.I.C.E. BARCELONA Passes (hotel not included)

Sponsorship includes food stations

**2022 Package Rate: \$20,000**

## CLOSING NIGHT RECEPTION

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### Naming Rights

Closing Night Party Sponsor

### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Sponsor branding and cocktail napkins at venue

### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$10,000**

## ROUNDTABLE EXPERIENCE

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### Naming Rights

Roundtable Sponsor

### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Logo loop projected on in room screens (video to be provided by sponsor)
- Branded table tops
- Branded roundtable signage
- Option for sponsor to "host" room
- Option for Sponsor to provide notebooks and pens

### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App
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### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$20,000**

## HAPPY HOUR

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### Naming Rights

Happy Hour Sponsor

### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Sponsor branding and cocktail napkins at venue

### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$10,000**

## FOOD AND BEVERAGE

### BREAKFAST SPONSOR

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#### Naming Rights

Breakfast Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Branded signage around breakfast area

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$8,500**

### NETWORKING BREAKS

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#### Naming Rights

Networking Break Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Branded signage during the networking breaks

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$10,000**

### LUNCH SPONSOR

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#### Naming Rights

Lunch Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Opportunity to place handouts at tables
- Branded signage around lunch area and tables

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$15,000**

### COOKING COMPETITION

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#### Naming Rights

Cooking Competition Sponsor

#### Signage/On-site Marketing

- Branded signage around competition
- Opportunity to “host” competition
- Opportunity to provide prizes
- Your logo is placed throughout the D.I.C.E. Barcelona venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$15,000**

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### D.I.C.E. EUROPE LANYARD

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#### Naming Rights

Lanyard Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on the lanyard

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$10,000**

### D.I.C.E. BARCELONA PHONE APP

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#### Naming Rights

D.I.C.E. BARCELONA App Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on the official app

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 1 D.I.C.E. BARCELONA Pass (hotel not included)

**2022 Package Rate: \$5,500**

### ATTENDEE GIFT TOTE

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Branded tote bag with gift and opportunity to add sponsor provided item

#### Naming Rights

Attendee Gift Tote Sponsor

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Branded gift tote

#### Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

#### Hospitality

- 2 D.I.C.E. BARCELONA Passes (hotel not included)

**2022 Package Rate: \$10,000**

### FRIEND OF THE ACADEMY

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#### Naming Rights

Friend of the Academy

#### Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. BARCELONA venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on conference signage

#### Academy Exposure

Logo on D.I.C.E. website linked to sponsor site

#### Hospitality

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

**2022 Package Rate: \$1,000**



ACADEMY  
— OF —  
INTERACTIVE ARTS & SCIENCES

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