

18/19 APR 24

Rome

PALAZZO DEI CONGRESSI / EUR

IGE



ITALIAN
GAMING EXPO
& CONFERENCE

The sustainable
future
of gaming

OVERVIEW



The sustainable
future
of gaming

Everything you need to know about the gaming industry in Italy is here. **IGE – Italian Gaming Expo is the event that aims to represent the Italian public gaming industry** with two days of in-depth analysis on all aspects interesting the stakeholders of one of the most important gaming markets in Europe and in the world. Right around the time that Government and Parliament started the reform process that will lead to the birth of a new sector, through the rewriting of the rules governing it, and the issuing of tenders for the renewal of all concessions.

Therefore, 2024 will be a strategic year for the Italian Gaming industry and the event will in turn be strategic for the industry and for the entire ecosystem.

So, IGE looks to **the future of gaming in Italy**: a future that wants and must be fully sustainable. This is in fact the challenge that concerns all interested parties in the sector reform process. Not only industry but also politics, institutions, regulators. For this reason, all the topics of interest and trends for the market will be addressed and explored in depth within the two days dedicated to the gaming sector.



// CONCEPT AND FORMAT

Two days dedicated to the **C-level executives of the gaming market** who, together with *institutions, experts, scholars, opinion leaders, influencers*, will discuss to stimulate dialogue on the main subjects that will drive the global gaming market.

+100
SPEAKER

+50
GAMING
BRAND

+25
CONTENT
SESSIONS

+20
HOURS OF
TRAINING

∞
NETWORKING
MOMENTS

www.italiangamingexpo.com

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BUSINESS MATCHING & NETWORKING

One of the main targets of the event is to allow participants to **meet and discuss** with experts, opinion leaders, scholars and some of the best C-level executives at national and international level to **find new ideas and solutions** that look at the growth and development of its business.



TARGET

Ceo, Top Management, Cfo, Senior Finance Director, Coo, Controller, Hr Director, Hr Talent, Hr Director, Human Resources Manager, Chief of Staff, Cco, Chief People Officer, Hr-Corporate-Planning, Chief Human Resources Office, Marketing Director, Marketing Director, Business Development, Sales, Ict.

THE SCIENTIFIC COMMITTEE



The event can rely on a very high profile scientific committee, able to bring together internationally renowned experts, scholars and professionals of various profiles.

In a perfect balance between industry and academy and with a broader outlook even outside the traditional boundaries of gaming.



Ludovico Calvi
PRESIDENT UNITED
LOTTERIES FOR INTEGRITY
IN SPORTS - ULIS



**Carlo Alberto
Carnevale Maffè**
ASSOCIATE PROFESSOR
OF PRACTICE - SDA
BOCCONI



Matteo Caroli
GESTIONE
DELLE IMPRESE
INTERNAZIONALI - LUISS
GUIDO CARLI



**Gian Luca
Comandini**
BLOCKCHAIN CORE



Lucio Lamberti
SCIENTIFIC DIRECTOR
METAVERSE MARKETING
LAB DEL POLITECNICO DI
MILANO



Quirino Mancini
PRESIDENT IMGL



Francesco Rodano
CHIEF POLICY OFFICER
PLAYTECH / FORMER
ONLINE GAMING
REGULATOR



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SPECIAL EXPERIENCE

In addition to the events that will be part of the main structure of the event, participants will also be able to experience special moments designed to **improve their leadership skills** and **inspire new ideas** for business growth and development.

PALAZZO DEI CONGRESSI

ROME | EUR

VEDI LA LOCATION
DAL VIVO



LOCATION

For the first time, a unique and flexible location designed to host multiple panels at the same time, allowing the interdependence of the different company functions and moments of networking and experience





STRATEGIC VISIBILITY AND GUARANTEED MARKET PENETRATION

The **Gn Media** group has been active in the world of gaming on an international level for 15 years. Thanks to its **network of excellence**, it guarantees direct access and a point of contact with the entire gaming and gambling industry, giving voice and participation to thousands of users. Through the GiocoNews.it and EsportsMag.it networks, **over 1 million people can be reached per month**, who use these publications for their daily work. It represents **a real point of reference for the gaming world**, one of a kind in Italy. This guarantees **deep penetration** into the sector and an **exclusive audience**.

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THE NUMBERS



www.italiangamingexpo.com

MARKET PENETRATION

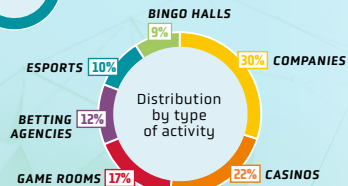
PLAYERS

31%



Target
readers

69% OPERATORS of which:



CSST CERTIFICAZIONE
EDITORIA
SPECIALIZZATA E TECNICA

ESPO 2023
Official Publisher of Adult Events of Calabria



PROMINENT PARTNERSHIPS

www.italiangamingexpo.com

PARTNERS



ital communications
A STRATEGIC COMMUNICATION AGENCY



But in addition to the group's networks, the Italian Gaming Expo & Conference will be supported by an **integrated communication strategy**, that will allow maximum prominence both within the industry and outside. Ige can rely on the **Media Partnership** with the main newspapers and press agencies in the sector, at a national and international level, as well as the support and cooperation of the organizers of global events.

Furthermore, the event will be supported by an **ad hoc communication campaign**, which will allow it to be highlighted in the main national newspapers.



MEDIA PARTNERS





ITALIAN GAMING AWARDS AN EVENT WITHIN THE EVENT

A special evening to reward the excellence of Italian gaming and the best practices in the sector, in an exceptional location, full of charm, like Spazio Novecento. Between music, entertainment, good food. And lots of networking.



SPAZIO NOVECENTO
ROME | EUR



A moment to recognize the achievements of **operators** and **affiliates** in terms of services, technology and innovation as well as **suppliers** of all major disciplines including payment systems, marketing, platforms, data, certifications and compliance.

IGA ITALIAN
GAMING
AWARDS



www.italiangamingawards.com

PLATINUM SPONSOR

20-MINUTE SPEECH in the main stage. *Only CEOs, Co-Founders, Managing Director and/or General Manager accepted as speakers*

SPEECH in the main stage within a round table or in a parallel session

1-HOUR WORKSHOP on a strategic theme of the Partner to be included in the parallel sessions

PRE-FITTED 5X5M BOOTH customized with partner logo*
*the customization of the stand is the responsibility of the Partner

30 FREE TICKETS to attend the **Conference**

2 RESERVED TABLE at dinner during the **IGE Award 2024**

10 INVITATIONS for the **Award Gala & Party**

SPACE FOR DEMO AREA in the Award Location to be customized by the sponsor

30 VIP PASS for the Networking Area

The **COMPLETE REGISTRATION LIST** (GDPR compliant)*
*provided 2 weeks after the event for business follow-ups

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

WRITTEN INTERVIEW with our Journalist, upon a call, published on the IGE website newsroom and social channels

LOGO on all online and offline communication dedicated to the **2024 IGE Awards**

€ 38.000

GOLD SPONSOR

15-MINUTE SPEECH in the main stage. *Only CEOs, Co-Founders, Managing Director and/or General Manager accepted as speakers*

1-HOUR WORKSHOP on a strategic theme of the Partner to be included in the parallel sessions **PRE-FITTED 5X5M BOOTH** customized with partner logo

PRE-FITTED 5X5M BOOTH customized with partner logo*
*the customization of the stand is the responsibility of the Partner

15 FREE TICKETS to attend the **Conference**

1 RESERVED TABLE at dinner during the **IGE Award 2024**

10 INVITATIONS for the **Award Gala & Party**

The **COMPLETE REGISTRATION LIST** (GDPR compliant)*
*provided 2 weeks after the event for business follow-ups

15 VIP PASS for the NNetworking Area

BRAND AWARENESS:

- **Logo** sul sito IGE 2024, sull'Agenda, su tutti i materiali on e off line dell'evento, su tutte le altre attività promozionali e di comunicazione (pagine ADV, newsletter, DEM, ...)
- **Social Media Post:** 1 suTwitter + 1 su LinkedIn

WRITTEN INTERVIEW with our Journalist, upon a call, published on the MFS website newsroom and social channels

€ 28.000



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PARTNERSHIP OPPORTUNITIES

www.italiangamingexpo.com



SILVER SPONSOR

10- MINUTE SPEECH in the main stage*

*Reserved for CEOs, managing directors and/or general managers and C-Level TOP

5 MINUTE PITCH SESSION

PRE-FITTED 3X2M BOOTH customized with partner's logo*

*the customization of the stand is the responsibility of the Partner

15 FREE TICKETS to attend the **Conference**

10 VIP PASS for the Networking Area

6 INVITATIONS for the **Award Gala & Party**

The **COMPLETE REGISTRATION LIST** (GDPR compliant)*

*provided 2 weeks after the event for business follow-ups

1 WORKSHOP

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

WRITTEN INTERVIEW with our Journalist, upon a call, published on the IGE website newsroom and social channels

€ 20.000

BRONZE SPONSOR

1 PITCH SESSION

PRE-FITTED 3X2M BOOTH customized with partner's logo

*the customization of the stand is the responsibility of the Partner

15 FREE TICKETS to attend the **Conference**

10 VIP PASS for the Networking Area

4 INVITATIONS for the **Award Gala & Party**

The **COMPLETE REGISTRATION LIST** (GDPR compliant)*

*provided 2 weeks after the event for business follow-ups

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

€ 15.000

PREMIUM SPONSOR

5 MINUTE PITCH SESSION to be included in the schedule

PRE-FITTED 3X2M BOOTH customized with partner's logo*

*the customization of the stand is the responsibility of the Partner

10 FREE TICKETS to attend the **CONFERENCE**

5 INVITATIONS for the **WELCOMING PARTY**

The **COMPLETE REGISTRATION LIST** (GDPR compliant) provided 2 weeks after the event for business follow-ups

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

€ 10.000



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PARTNERSHIP OPPORTUNITIES

www.italiangamingexpo.com

PRESS ROOM PARTNER

BACKDROP(2X2m) customized with partner's logo in the Press area

BRAND IN THE GIRTH OF INTERVIEWS

5 FREE TICKETS to attend the **Conference**

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

€ 10.000

EXHIBITOR SPONSOR

Pre-fitted **1,5X1,5 M BOOTH** customized with partner logo*

*the customization of the stand is the responsibility of the Partner

10 FREE TICKETS to attend the **CONFERENCE**

The **COMPLETE REGISTRATION LIST** (GDPR compliant) provided 2 weeks after the event for business follow-ups

BRAND AWARENESS:

- **Social Media Post:** 1 on Twitter + 1 on LinkedIn
- **Logo** on the IGE website, the Agenda, all printed materials, all other promo

€ 5.000

START UP PARTNER

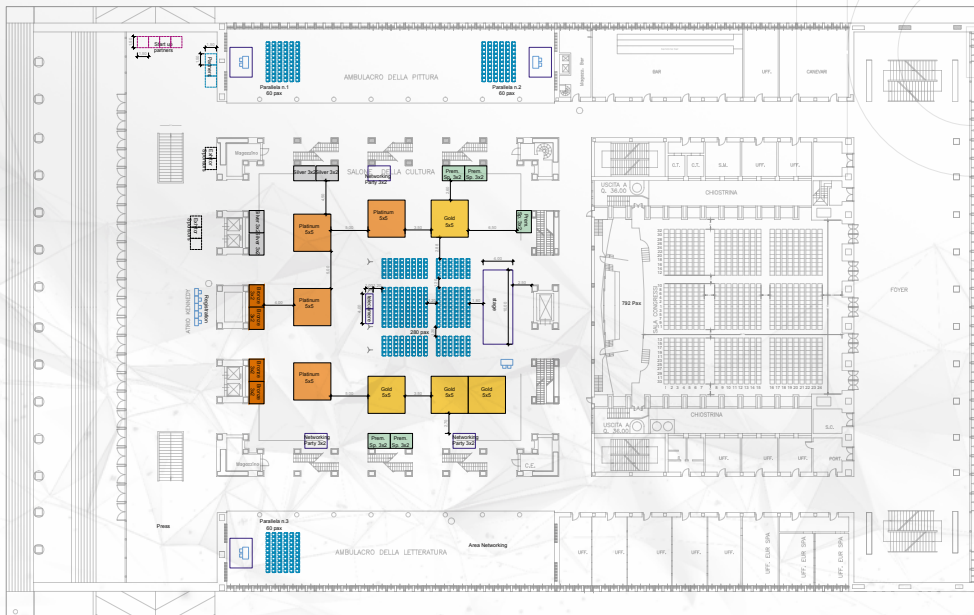
PRE-FITTED 1,5X1,5 M BOOTH customized with partner logo

5 FREE TICKETS to attend the **CONFERENCE**

The **COMPLETE REGISTRATION LIST** (GDPR compliant) provided 2 weeks after the event for business follow-ups

LOGO on the IGE website, the Agenda, all printed materials, all other promo

€ 2.000



LOCATION PLAN

PALAZZO DEI CONGRESSI | GROUND FLOOR

TICKETS

FULL EVENT

€ 600

€ 480

Limited number.
By March 15th.

CONFERENCES + AREA EXPO

€ 450

€ 360

Limited number.
By March 15th.

IGE AWARDS

€ 600

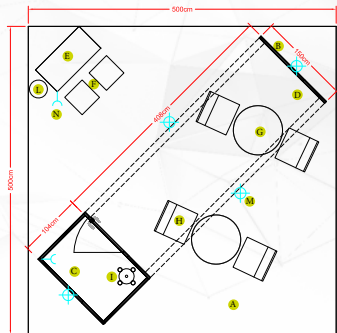
€ 480

Limited number.
By March 15th.

www.italiangamingexpo.com



STAND 5x5 m



Pannello 1/Panel 1

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Bancone/Desk

- PLATINUM SPONSOR
- GOLD SPONSOR

FLOOR

- A** blue carpet 25 sqm (500x500 cm)

—

STRUCTURE

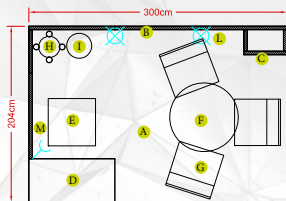
- B** honeycomb wood wall 150 cm (h 300 cm)
- C** storage room 150x100 cm (h 300 cm)
- D** white fabric shelter 400x150 cm

—

FURNITURE

- E** n.1 white desk made of MDF 100x50x100 cm
- F** n.1 stools
- G** n.1 low table
- H** n.4 white chairs
- I** n.1 coat hanger
- L** n.1 wastepaper basket
- M** n.4 spotlights
- N** n.1 electrical sockets

// STAND 3x2 m



Bancone/Desk



- SILVER SPONSOR
- BRONZE SPONSOR
- NETWORKING & PARTY SPONSOR
- PREMIUM SPONSOR

FLOOR

- A** blue carpet 6 sqm (300x200 cm)

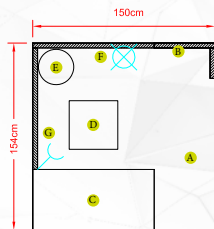
STRUCTURE

- B** honeycomb wood wall 100x150 cm (h 250 cm)
- C** honeycomb wood column 50x25 cm (h 250 cm)

FURNITURE

- D** n.1 white desk made of MDF 100x50x100 cm
- E** n.1 stool
- F** n.1 low table
- G** n.3 white chairs
- H** n.1 coat hanger
- I** n.1 wastepaper basket
- L** n.2 spotlights
- M** n.1 electrical socket

STAND 1,5x1,5 m



Bancone/Desk



- EXHIBITOR SPONSOR
- START UP PARTNER

FLOOR

- A** blue carpet 2,25 sqm (150x150 cm)

STRUCTURE

- B** honeycomb wood wall 100x150 cm (h 250 cm)

FURNITURE

- C** n.1 white desk made of MDF 100x50x100 cm
- D** n.1 stool
- E** n.1 wastepaper basket
- F** n.1 spotlight
- G** n.1 electrical socket

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& CONFERENCE

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EVENT MANAGER

Simona Clarizio

+39 335 8780134

s.clarizio@italiangamingexpo.com

ADVERTISING AND SPONSORSHIP

Fabrizio Galli

+39 342 5813311

f.galli@italiangamingexpo.com

Alexander Greco

+39 393 9492062

a.greco@italiangamingexpo.com



Gn Media srl | Corso Tacito, 101 | 05100 Terni TR Italy
tel. +39 0744 461296 | fax +39 0744 461362
segreteria@gnmedia.it