

ONE CONTACT POINT

QA-Tester?

Assistant Producer?

PR-Manager?

Lead Programmer?

Junior Game Designer?

Graphics Artist?



gamescom

THOUSANDS OF TALENTS

Hochschule Kempten
University of Applied Sciences
Fakultät Informatik
Game Engineering

NINE GOOD REASONS FOR GAMESCOM JOBS & CAREER 2013



- More than 1,000 interviews held during Jobs & Career 2012
- Official trade fair starting point for all job seekers
- Proven Senior-recruiting success on trade visitor day: more than 100 applicants at J&C 2012
- Successful event concept – more than 400 full-time jobs mediated since June 2008
- Efficient recruiting – meet a large number of candidates in the shortest time without any extra effort
- Effective attention-getting presentation platform for your company and your projects
- Includes media services worth more than 30,000 Euros
- Allround no-worry-service: you book, we take care of everything else
- Outstanding value for money: fully equipped exhibition stand, at least 30 minutes stage presence per day, extensive marketing campaign in Germany's leading games media, etc..

STARTING FROM
8,500 EURO (NET)



JAN WILFARTH

Head of Human Resources, InnoGames



Jobs & Career is a first class opportunity for us to meet many talented people. Last year we had the chance to speak with hundreds of applicants, 70 of them already being professionals. And the fantastic program on stage enables us to arouse more attention for our company through specific lectures. This is why we will definitely participate again in 2013.



THE STAND CONCEPT



THREE CASE STUDIES

CD PROJEKT RED

CD Projekt RED is the developer of the award winning Witcher franchise that sold more than 4 million copies. Currently the polish studio is working on »The Witcher 3« as well as on »Cyberpunk 2077«.

Stand area: 10 m²

On-site staff: 4

Stage presence: 2 x 30 minutes / day

Interviews held: 100

Potential candidates: 20



AGNIESZKA WIECEK

HR Manager, CD Projekt RED

»I really liked the way IDG prepared Jobs & Career 2012, all candidates passed through our booth really smoothly and we had hundreds of people ask about working with us. Besides scouting talents, it was also a great opportunity to show ourselves for German players as well as very successful in terms of employer branding.«

CRYTEK

Crytek not only became famous because of its AAA-Shooters, the company with its more than 700 employees in nine locations around the world is also known as a leading technology innovator.

Stand area: 10 m²

Recruiting focus: Programming

Stage presence: 2 x 30 minutes / day

Interviews held: 600

On-site staff: 3

Potential candidates: 50



ANDREA HARTENFELLER

HR Manager Crytek

»Jobs & Career is an event we fully recommend! The organization as well as the execution have been very professional and exceedingly successful. The atmosphere has also been fantastic. We had a lot of great interviews and got in contact with many promising talents. We are already looking forward to Jobs & Career 2013.«

TRAVIAN GAMES

Travian Games with its more than 200 employees is the biggest game developer in Bavaria. The most renowned project is Travian which is published in more than 50 countries.

Stand area: 10 m²

On-site staff: 2

Stage presence:
2 x 30 minutes / day

Interviews held: 100

Potential candidates: 10



KATRIN KOCH

Personalreferentin, Travian Games

»As always Jobs & Career has been a perfectly organized and very exciting event. Applicants have the great opportunity to meet several top companies all at one big booth. For Travian Games our visit in 2012 was absolutely worth it! We not only had great interviews but could also win new colleagues. No wonder we are already looking forward to the next Jobs & Career.«

THE BENEFITS

IN ADVANCE

Extensive media services

- ⦿ J&C microsite at gamestar.de including short profiles and job advertisements of exhibitors **Value: approx. 6,000 Euros**
- ⦿ ½ page editorial in the »Jobs & Career« special, published in GameStar, GamePro, Making Games – a total of 800,000 contacts
Value: approx. 18,000 Euros
- ⦿ Corporate naming and logo inclusion in the online campaign for J&C in the IDG network (3.0 million Unique Visitors per month)
Value: approx. 5,000 Euros
- ⦿ Integration of your job advertisements into the job exchange at making-games.de **Value: approx. 1,000 Euros**

GROSS VALUE OF ALL MEDIA SERVICES
30,000 EUROS

AT THE FAIR

All-Inclusive-Service

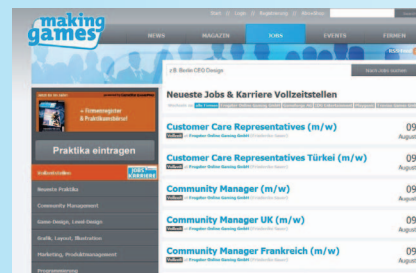
- ⦿ fully equipped stand module, including branding areas, table, seating and lockable sideboard – individual equipment can be arranged.
- ⦿ Power and Internet connection
- ⦿ Kitchen and storage room
- ⦿ up-to-date stage equipment
- ⦿ Exhibitor passes (quantity according to booth size)
- ⦿ Stand security and cleaning
- ⦿ Entry into the exhibitors directory
- ⦿ Visitor assistance by professional hostesses
- ⦿ Attractive on-stage program, presented by the experienced team of Central Europe's biggest industry magazine Making Games



Special broadcast about Jobs & Career in the official gamescom TV.



Special editorials in the leading gaming magazines GameStar, GamePro and Making Games.



Dedicated »Jobs & Career« section in the job advertisement area at makinggames.de



Generous presentation stage area with over 60 seats.



Fully equipped exhibitor stands, including electricity and web access.



Professional presentation and prominent guests.

PRICES

	Package M	Package L	Package XL
Stand size	5 m ²	10 m ²	15 m ²
Stage presence / day ¹	30 min	2 x 30 min	2 x 30 min
Exhibitor passes	2	4	6
Fee (net) ²	10,200 Euros	18,000 Euros	24,000 Euros
Early-Bird-Offer if you book before April 30th 2013 (netto) ²	8,500 Euros	15,000 Euros	20,000 Euros

1: While stocks last. 14 Slots available.

2: Required for the participation at Jobs & Career is a presence in the entertainment area. Koelnmesse GmbH charges additional 1,000 Euros (net) from companies without consumer-relevant products.



Project Lead
Heiko Klinge

Phone: +49 (0)89 / 360 86-665
Mobile: +49 (0)172 / 200 57 75
E-Mail: hklinge@idg.de



Customer Service

Nicole Klinge (Freelancer)

Phone: +49 (0)89 / 360 86-680
Mobile: +49 (0)173 / 787 20 13
E-Mail: nklinge@idg-consultant.de



Event- and Marketing Manager
Stefanie Kusseler

Phone: +49 (0)89 / 360 86-451
E-Mail: skusseler@idg.de

