



Annual Ohio Business of Games Summit (BOGS II)

Ohio University

Summit Mission. On February 22, 2019, Ohio University's Center for Entrepreneurship and Game Research and Immersive Design (GRID) Lab will co-host ***BOGS II***, our second annual Business of Games Summit. The Summit will be a confluence of students, educators, entrepreneurs, technologists, and industry participants who are involved in or want to know more about the business of digital games and eSports. Unlike many industry conferences, we intend to focus on the business and entrepreneurial opportunities that arise from this explosive industry, not just technology or development of games themselves.

We want to see the industry from the perspectives of a young entrepreneur, an investor, a software or hardware developer, a publisher, a player or spectator, and from ancillary technologies. We want to bring stories to life for students who love these games and competitions and may want to make a living working in them or starting their own businesses.

BOGS II will focus on the near future: "***Emerging trends in games and eSports***": What trends or directions are impacting in game development, VR/AR development, eSports competitions, and within the investment community. The more our students understand this, the better they can position themselves to identify opportunities exciting to them.

BOGS I. On September 14, 2017, the 1st Annual Business of Games Summit (BOGS I) took place at Ohio University. For a first time event, it was an unqualified success. We hosted more than 800 attendees and heard from industry participants from across the country. We included an exhibit floor and had 10 companies and entrepreneurs comprised of Ohio University alums displaying their games and technologies. While we were able to focus on industry activity and growth in Ohio and the Midwest, we heard from notable industry pioneers and executives on several universal themes.

BOGS I was accomplished on a budget of less than \$20,000. BOGS II has a more ambitious agenda, will have more invited panelists and speakers, and a larger marketing campaign which will solicit students and industry participants from throughout the Midwest, including Ohio high school and university students (of which there were approximately 200 non-Ohio University students at BOGS I)



Aspirations. We intend to continue this Summit on an annual basis in the hopes of building OU's expertise and profile in these industries; promoting the industry and opportunities in SE Ohio; and encouraging the creation of digital games, technologies, and companies throughout the region. There are many "assets" right here at OU: the GRID Lab is at the forefront of immersive media research and development, the Center for Entrepreneurship continues to identify and support the efforts of student and local entrepreneurs; and there is tremendous expertise within the faculty. Let's create a hub of activity in our region that will bring new entrepreneurs, research, and game development right here. BOGS can play an important part in building this "brand".

Sponsorship. We need financial support to make BOGS II a reality on the scale and impact we hope for. It is an opportunity for industry participants, observers, and vendors to become identified with a growing conference and a highly targeted audience. It is also an opportunity to support what is happening at Ohio University, the State of Ohio, and even the Midwest.

Here are sponsorship opportunities we are offering but we encourage anyone interested in supporting BOGS II or otherwise being associated with our event to talk with us:

1. **Platinum Sponsor:** Requires a contribution of \$10,000. Our Platinum Sponsor will be recognized in a variety of ways throughout BOGS II: in promotional materials, press releases, and signage throughout the Conference. Our Platinum Sponsor will be invited to participate in or moderate a panel of its choice or to suggest a panel topic if a commitment is made before December 31. Finally, our Premier Sponsor will be given booth space for any display or booth they want to have on our exhibit floor. We will only have one Platinum Sponsor.
2. **Gold Sponsors:** Requires a contribution of \$5,000. Our Gold Sponsors will also be recognized in several ways before and during BOGS II: in promotional materials, press releases, and signage throughout the Conference. Our Gold Sponsors will also be given booth space for any display or booth they want to have on our exhibit floor.
3. **Silver Sponsors:** Requires a contribution of \$2,500. Our Silver Sponsors will be recognized on signage throughout the Conference and in any final press release that references our final agenda and sponsors.

Contact Information:



Media and Press: *Laura Alloway*, Director of Marketing and Communication,
Voinovich School of Leadership and Public Policy, Ohio University.
allowayl@ohio.edu; 740-597-2579

Sponsorships, Exhibitor Space and General Conference Information:

Paul J. Mass, Director, Ohio University Center for Entrepreneurship,
mass@ohio.edu 740-593-1988 (office); 404-402-6141 (cell)

John Bowditch, Director, Game Research and Immersive Design ("GRID") Lab,
bowditch@ohio.edu, 740-566-7036 (office)

Anthony Zoccola, Project Manager, GRID Lab, zoccolaa@ohio.edu, (740) 593-4789 (office)