

26–28 October 2021

# Develop: Brighton

Insight: Inspiration: Networking

## Where Game Devs Meet

**Develop: Brighton** brings together all sectors of the game development community from micro indies to the largest studios and everyone in between.

Due to the COVID pandemic, 2020 was a very strange and difficult year for everyone so sadly we couldn't bring our community together face to face. However, we were able to run **Develop: Brighton Digital** instead which was a great success.

2019 was our biggest and best event ever with a total of 2871 game dev professionals attending from over 1200 global studios and companies.

And the reason it keeps attracting more delegates year on year is simple.

As well as lots of inspiring talks and sessions, **Develop: Brighton** is where business gets done. New deals get agreed, new contacts are made, games are pitched, new IPs are signed and lessons are learned. But it still feels like a fun, social gathering too!

So if you're interested in gaining access and exposure to the largest gathering of developers anywhere in the UK, **Develop: Brighton** is the place to be.



# Why get involved?

## GET NOTICED BY 3000+ ATTENDEES

Job functions: management, production, programming, design, visual arts, audio, education, VR/AR, marketing/PR, legal

## JOIN 1200+ COMPANIES FOR 3 DAYS OF SERIOUS BUSINESS

Business type: game devs, indie devs, publishers, game engines, hardware manufacturers, media, tools/middleware, investment, QA/localisation, recruitment, outsourcing, education and students

1-13 July  
Dev



3 DAYS

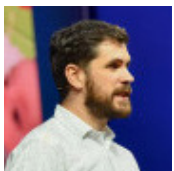


100+ SPEAKERS



8 TRACKS

## Previous speakers include:



Sean Murray,  
Hello Games



Siobhan Reddy,  
Media Molecule



Mike Bithell,  
Mike Bithell Games



Shay Thompson,  
Level Up Link Up



Dinga Bakaba,  
Arkane Studios



Harinder Sangha,  
Sumo Digital



Todd Howard,  
Bethesda Studios

## Previous sponsors include:





# Testimonials

Develop:Brighton is especially unique – it's by the seaside and there's a lovely relaxed tone that goes with that. The talks are cool, the networking is cool and having the opportunity to catch up with people – that's always the excitement for me. //

Sean Murray, Hello Games



Develop is the must-attend event for the games industry in the UK. It's where we all come together and learn from each other. It's the best way into the industry and it's the best place to learn from your colleagues. //

Hannah Flynn, Failbetter Games



Develop is a really great way to network, it's also great for going to talks and finding that little tip that you didn't know before and thinking – oh I'll bring that back to the team! //

Leanne Loombe, Riot Games



We are so lucky to have Develop here in the UK. It's a unique event where you can come and discover new things with people who care passionately about video games. It's a sea full of new ideas. //

Jonathan Smith, TT Games



Develop is important – the networking is very important. And go to talks they're inspiring and get your creative juices flowing, they can make you think and you'll learn how other people do things. //

Jason Kingsley, Rebellion



Develop is a great event for bringing together the British games industry – which we don't really have another opportunity to do. It's about sharing our stories and what's been going on for us as people and as studios so it's uniquely placed within the year as a milestone moment. //

Siobhan Reddy, Media Molecule



# Testimonials

“ Develop is the biggest collection of games industry professionals in the UK at any one time – the whole industry is under this roof right now. It’s crazy busy, great mixture of artists, designers, production staff, managers, business development – it’s all here. ”

**Meg Daintith, Codemasters**



“ This year’s Develop:Brighton felt busier and more electric than I’ve ever seen it. We certainly felt everyone’s excitement and enthusiasm upstairs at our Mediatonic ‘Tonic Terrace’ as people stopped to chat between talks and the Expo – it was a great feeling to all be together in Brighton for a few days. ”

**Haley Uyrus, Mediatonic**



“ Develop:Brighton’s like the beating heart of the games industry. The stand’s been really busy, we’ve seen developers but also people from other industries wanting to get into games. I love it! ”

**Richard Eddy, Jagex**



“ This is our third year of coming now, it’s been really good so far – lots of new leads and contacts. It’s a good event to come to – right by the beach, lots of parties going on, loads of opportunities to meet new people so it’s really good. ”

**Piers Coe, Digimonsters**



“ We’ve had the stand to promote us and to recruit – get our name out there, make contacts, chat to some of the clients we’re already working with and meet new people. It’s been really, really good. ”

**Phil Owen, d3T**



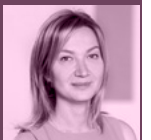
“ There’s just so many amazing developers that come from all over the world to show their stuff here. It’s a really good diverse group of people. ”

**Michael Hampden, Sony London Studio**



“ The atmosphere here is super friendly. We really like Develop – everything from start to end was really good. We found some really good industry partners here. ”

**Olga Kovinova, Xsolla**



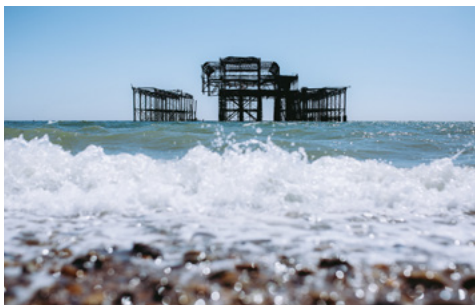
# Sponsorship

Develop:Brighton offers a range of sponsorship opportunities to help you achieve your marketing & promotional goals. Whatever your aims, there's something to suit all pockets and we love coming up with bespoke and fun ideas. From ice cream vans to giant deckchairs, we're always happy to chat about how we can help you get your message across.

All designed to maximise your exposure in the run-up to the event, at the event itself and then post-conference.

## Opportunities include:

- Expo Booth
- Sponsored Session
- T-shirts
- Badges
- Lanyards
- Delegate Coffee Breaks
- Delegate Lunches
- Expo Booth Crawl
- Icebreaker Drinks
- VIP drinks
- Bar
- Indie Showcase
- Press Office
- Social Media Sponsor
- WiFi
- Networking Lounge
- Meet@Develop
- Entrance Branding
- Delegate Bags
- Plus many more...



**Bringing together the game dev community to celebrate the very best games and talent within the industry.**

Taking place on the evening of **Tuesday 27 October** as part of **Develop:Brighton**, the **Develop:Star Awards** will recognise the very best games and talent within the industry, with categories that will enable studios of every size to shine.

**For more information please email:**

**[hello@tandemevents.co.uk](mailto:hello@tandemevents.co.uk)**  
**[www.developstarawards.com](http://www.developstarawards.com)**





# Sponsorship

## Packages include:

### Platinum

- Branding on all marketing collateral (including e-marketing, adverts, inserts, website) for Develop:Brighton.
- Branding on onsite signage.
- Enhanced company profile listing and logo on the website.
- Social media campaign before & during Develop:Brighton.
- Dedicated pre-event email to the attendee database.
- Dedicated post-event email to the attendee database.
- Sponsored session within the Develop:Brighton Conference.
- 16m<sup>2</sup> Shell Scheme booth or meeting room on the expo floor.
- 8 passes with unlimited access to Develop:Brighton.
- 8 invites to the VIP Drinks reception on Mon 2 November.

### Gold

- Branding on all marketing collateral (including e-marketing, adverts, inserts, website) for Develop:Brighton.
- Branding on onsite signage.
- Company profile listing and logo on the website.
- Dedicated pre-event email to the attendee database.
- 12m<sup>2</sup> Shell Scheme booth or meeting room on the expo floor.
- 6 passes with unlimited access to Develop:Brighton.
- 3 invites to the VIP Drinks reception on Mon 2 November.

### Silver

- Branding on all marketing collateral (including e-marketing, adverts, inserts, website) for Develop:Brighton.
- Branding on onsite signage.
- Company profile listing and logo on the website.
- 8m<sup>2</sup> Shell Scheme booth or meeting room on the expo floor.
- 4 passes with unlimited access to Develop:Brighton.
- 2 invites to the VIP Drinks reception on Mon 2 November.

### Get in Touch

If you have any questions or for further information, you can contact us at:  
E: [hello@tandemevents.co.uk](mailto:hello@tandemevents.co.uk) T: +44 (0)20 3927 6440

 **Tandem:Events**