E3 2016 PROMOTIONAL OPPORTUNITIES

More than 50,000 people attend E3 each year — and millions more tune in for non-stop print, broadcast online and social media coverage of the products and companies on display at the world's premiere event for video games.

Maximize your company's visibility through the following E3 Promotional Opportunities:
To take advantage of these exclusive opportunities log onto www.e3expo.com with your exhibitor username/ password and go to the Exhibitor Portal to learn more and submit your Profile and other required forms.

Questions? Contact Pattie Renouard, prenouard@e3expo.com.

Exhibitor Profile (Deadline: ASAP)

Create your Exhibitor Profile – including a brief company description – and your company will automatically be included in all of E3's media and promotional platforms, including:
- Participating Company List on E3Expo.com
- *Show Daily* (print and online)
- E3Insider.com
- Mobile App
- E3 PR / Media, Retailer and Social outreach

To add (or update) your Exhibitor Profile log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

Searchable database: Product Categories (Deadline: ASAP)

Showcase the categories of your products, and automatically match them to the interests of E3 attendees – including retailers, wholesalers, distributors, developers, media and many, many more. *(Note: No product names or information needed.)*

- ***Your Product Categories appear in:***
  - ◊ E3Expo.com
  - ◊ E3Insider.com
  - ◊ E3 Mobile App
  - ◊ E3 PR / Media, Retailer and Social outreach

To add (or update) your Product Categories log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

New Product Spotlight: (Deadline: ASAP)

Make sure you are included in two programs that spotlight <u>companies</u> and <u>new products</u> at E3 this year:
If your company plans to show any new products or new technologies at E3 2016 log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

Spotlight on Companies

This program highlights the E3 exhibitors that plan to show new products at E3 — without revealing any product information. (Perfect for companies that do not want to reveal product information early!)

<u>Company names only</u> (no products) are highlighted in:

- ◊ E3Expo.com
- ◊ *Show Daily*
- ◊ E3Insider.com
- ◊ Mobile App
- ◊ Outreach to media, retailers, social media, etc.
- ◊ On-site signage
- ◊ On-site Information kiosks / maps
- ◊ On-site Media Center

Spotlight on New Products

E3 actively promotes exhibitors' new products and technologies through targeted outreach to media, retailers, attendees and many more. (NDA options available.) In addition, new products will be featured in:

- ◊ E3Expo.com
- ◊ E3Insider.com
- ◊ On-site information kiosks / maps
- ◊ On-site Media Center

E3 "Happenings:" Events, activities, appearances, etc. (Deadline: ASAP)

E3 will work with your company to help coordinate and promote the special events and activities you are planning for the show. Log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

PR / Media / Retailer / Social Outreach

More than 4000 journalists qualified and registered for E3 last year, generating millions of stories world-wide and the widest social media reach in the history of the show. The E3 team can help your company reach the media, retailers and social media influencers to generate buzz about your products and build your brand.

♦ *PR Contact Guide for Media* — Connects your PR team directly with the thousands of journalists worldwide who follow E3. **(Deadline: ASAP)**

♦ *Registered Media List* — Available to all E3 exhibiting companies. (Available in May.)

♦ *PR Handbook* — Resource for E3 exhibitors that outlines the multiple opportunities to team with E3's crack PR team to maximize your company's visibility with the worldwide media following E3.

♦ *Virtual Press Office (VPO) and PR Newswire* — Create an electronic press kit through VPO, and distribute your news to targeted media through E3's relationship with PR Newswire**.**

To take advantage of these great opportunities log onto www.e3expo.com with your exhibitor username / password and go to the Exhibitor Portal.

E3Expo.com

Maximize your company's impact on E3Expo.com – where millions of viewers learn about E3 and the companies and products showcased at this global event.

Exhibitor Opportunities include:

♦ **Your Exhibitor Profile**
To add your company's Exhibitor Profile log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

♦ **Your Product Categories –** searchable by attendees.
To add your company's Product Categories log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal. *(No specific product names or information needed.)*

♦ **New Product Spotlight** – Highlights <u>companies</u> that plan to show new products or technologies at E3 2016. *(Specific product names and/or details are optional. NDA options available.)*
If your company plans to show new products at E3 log onto www.e3expo.com with your company username / password and go to the Exhibitor Portal.

♦ **Your E3 "Happenings" – Events, activities, appearances, etc.** – Promote your events, activities and celebrity appearances to build buzz and attract attendees to your booth at E3. *(NDA options available.)*
To add your companies E3 "Happenings" log onto www.e3expo.com with your username/password and go to the Exhibitor Portal.

♦ **"Featured" listing** – Move your company to the top of the E3Expo Exhibitor List, in the "Featured" section – driving traffic to your company's listing. To upgrade log onto www.e3expo.com with your exhibitor username/password and go to the Exhibitor Portal.

Show Daily

For each of the show's three days, E3 publishes a special issue of the award-winning E3 *Show Daily* – featuring a comprehensive directory of E3 Exhibitor Profiles, new products news, exhibitor news, show highlights, and a stunning review of the day in photos. **The printed *Show Daily* is distributed to the thousands of E3 attendees who are on-site; and the online version—via E3Insider.com— reaches hundreds of thousands more.**

Exhibitor opportunities include:

♦ **Advertising** and sponsorship opportunities to directly reach game fans and other industry watchers.

♦ Contact Pattie Renouard , prenouard@e3expo.com for opportunities and rates. (Available now. Final deadline May 6, 2016)

♦ **Company/Product news** (**editorial**).

♦ Pitch your story to editor@e3expo.com. (Available now. Final deadline May 6, 2016)

♦ Exhibitor **Company Profile** **(Deadline: ASAP)**

♦ New Product Spotlight: <u>**Companies**</u> **with new products** **(Deadline: ASAP)**

E3Insider.com

For the millions of industry watchers and game fans who can't be there in person, the official E3Insider.com launches two weeks in advance of E3, and features exclusive behind-the-scenes stories from game fans' favorite event. E3Insider.com features in-depth company **profiles**, product **screenshots**, **game trailers**, live-action **photos** from inside the show, *Show Daily* **stories** with live links, and the world's most comprehensive **photo coverage from inside each day at E3**.

Opportunities for E3 exhibitors include:

♦ **Advertising** and sponsorship opportunities to directly reach game fans and other industry watchers.

♦ Contact Pattie Renouard, prenouard@e3expo.com for opportunities and rates.

♦ **Editorial** coverage of your company and/or product news. Pitch your story to editor@e3expo.com.

♦ **Exhibitor Profiles** [automatically loaded from E3 Show Daily], including:

- Expanded opportunities for **visuals**, including:
  - ◊ In-game screenshots, product photos and/or videos, game trailers, etc.
  - ◊ Email assets to editor@e3expo.com.
- Live-action **photos** from exhibitors' booths
- Your **Product categories**
- **New Product** Spotlight
- **Exhibitor "Happenings"** at E3: Events, activities, celebrity appearances and more

E3 Mobile App

The E3 Mobile App is downloaded by thousands of industry watchers and game fans each year, as a quick Directory of all the companies and products showcased at E3.

Exhibitor opportunities include:
- Advertising/sponsorship opportunities. Contact Shanna Cito, scito@idgworldexpo.com.
- Exhibitor Profile – automatically loaded, and including:
  - ◊ Your Product categories
  - ◊ New Product Spotlight
  - ◊ Your "Happenings" at E3: Events, activities, appearances and more

[Connect@E3] powered by Game Connection (Available late April 2016)

Want to meet someone specific while at E3? Do you have an hour free to do some networking? Are you looking to meet new developers, publishers, investors, etc.?

Then get connected using [CONNECT@E3] powered by Game Connection. This complimentary meeting service allows you to search for and meet new people, or schedule a meeting with someone you already know, while you're at E3.

Get connected even before E3 begins! Sign up today to start identifying the people you want to meet and building your schedule. Take advantage of all the benefits of [CONNECT@E3] powered by Game Connection including:

- Direct access to key industry players you want to meet, and send meeting invitations right to their inboxes
- Manage your entire schedule at E3 from one central site
- Post your projects and showcase your services and products
- Add videos, demos, pictures and games to your profile

Use your time as efficiently as possible by logging into [CONNECT@E3] powered by Game Connection and see who else might be available to network.

E3 Attendee Direct Mail list

Beginning late April, the E3 pre-registered attendee list will be available on a complimentary basis — exclusively to E3 exhibitors. List selects include Industry, Title, Hardware Platform, and Market Segment. This list is for one-time use only, and does not include email addresses. Additional lists may be purchased for $200 per thousand names. Please note the E3 2016 pre-registered list will not be available before late April. Please contact Jackie Mellen at jmellen@idgworldexpo.com to learn more.