



First hybrid conference 2022: Hamburg Games Conference with digital conference experience on custom platform and on-site B2B matchmaking at new venue

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Hamburg, February 3, 2022:

The Hamburg Games Conference's hybrid event concept on March 2 and 3 features an on-site part in a new location and an extensive online program: All keynotes of the conference will be live-streamed via its online platform and will focus on the topic "Moving Markets". The digital conference platform, which was developed in Hamburg, allows participants to explore an interactive online world with exhibitors and booths as well as networking with other participants via video calls. The on-site part of the conference on March 3 will be moved to the newly opened gaming location "RCADIA" in Hamburg-Bergedorf. Here the focus will be on networking, matchmaking and roundtables. According to Hamburg's Covid-Safety-Regulations, a maximum of 200 business guests can attend on site. Intel and Xsolla are new on board as main sponsors. Tickets are available at: <https://bit.ly/HGC22>

"The Covid-19 presents us with complex challenges for events and requires a new on-site concept: our conference will therefore exceptionally this year take place in the gaming location RCADIA. For our business guests, this allows for personal exchange and the opportunity to make contacts face-to-face. We welcome our online guests on our Hamburg Games Conference online platform which was very well received at our last conference and led to us welcoming more than 600 participants worldwide for the first time in 2021.", explains Dr. Ralph Oliver Graef, partner at co-organizer GRAEF Rechtsanwälte.

"With our Hamburg Games Conference Hybrid, we can combine the advantages of on-site and online events. Our digital conference platform is the perfect tool to enable participants to get new impulses in digitally accessible keynotes, panel discussions and Q&A rounds, to experience conference feeling at the online expo and to network. In the on-site part of the conference at RCADIA, we will enable up to 200 participants with business tickets to meet in a safe environment under Hamburg's '2G-Plus rules' on the second day of the conference," continues Dennis Schoubye, Head of co-organizer Gamecity Hamburg.

On March 3, participants who have booked a business ticket can schedule meetings at the gaming location RCADIA. Other exchange formats in closed settings such as roundtables and workshops, an expo with selected exhibitors,



and an evening get-together on site round out the on-site program. To attend on-site, three vaccinations or two vaccinations and a Covid-19 antigenic test will be mandatory ("2G-Plus-rules" according to Hamburg's Covid-Safety-Regulations). Participants traveling from out of town will benefit from a discounted hotel room contingent directly at the venue. The conference's program with talks and keynotes will take place exclusively online.

New Program Highlights and Main Sponsors

For the program of the Hamburg Games Conference, more than 20 industry experts from all over the world will shed light on the conference theme "Moving Markets" from different perspectives and engage in an exchange with the conference guests in Q&A sessions.

A newly announced highlight is the talk "**Building a Billion Dollar Esport Company**" by **ESL Senior Vice President Fabian Scheuermann**. Other speakers already confirmed include, among others: Alex Nichiporchik from Tiny Build Games, Catherine Chew from Kepler Interactive, Thomas Shiva from Digital Realm Entertainment, Joost van Dreunen from NYU Stern School of Business and Kerstin Schütt from Twisted Ramble.

All confirmed speakers can be found at www.gamesconference.com. More speakers will be announced there and on the social media channels of the Hamburg Games Conference in the coming weeks.

With the market-leading chip manufacturer **Intel** and the internationally expanding technology and monetization service provider **Xsolla**, which specializes in the games market, the Hamburg Games Conference was able to win two heavyweights of the international tech and games industry as sponsoring partners.

Guest, Sponsor, Exhibitor: Be part of the Hamburg Games Conference 2022

Tickets for the Hamburg Games Conference 2022 are available in limited numbers: <https://bit.ly/HGC22>

Business Ticket at a price of 199 euros gives participants access to the full online program of the conference on both conference days and the exclusive opportunity to register for participation in the on-site part of the conference on March 3 - including networking, matchmaking, get-together and catering at RCADIA. In addition, participants with a business ticket can organize both online and offline meetings with other participants via the MeetToMatch digital matchmaking system. Hotel accommodation at RCADIA can be booked separately at reduced rates by e-mail: booking@rcadia.de



The Basic ticket, priced at 25 euros, gives participants full access to the digital conference platform and the complete conference program at the digital Expo on both days of the conference. It also gives them the opportunity to network with other participants at video call tables.

There are still last opportunities available to be present at the Hamburg Games Conference as a sponsor. The last booth packages for the trade exhibition on the digital conference platform are also still available for booking. Information on participation as a sponsor or exhibitor is available at <https://www.gamesconference.com/#Registration>.

All current information about the Hamburg Games Conference is available at www.gamesconference.com.

The trailer for the Hamburg Games Conference 2022 is available for download for editorial purposes on YouTube (<https://youtu.be/e9mSPhEbqgE>) or via Google Drive. Further image material is also available there. https://drive.google.com/drive/folders/1_h_RISrMGY8sXuT6RZ_UnvPfyj7z1HeA?usp=sharing

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About the Hamburg Games Conference

Since 2010, the annual Hamburg Games Conference has been a key element of the German and international games industry and one of the most important B2B events for the games sector in Europe.

The Hamburg Games Conference is jointly organized by Gamecity Hamburg and GRAEF Rechtsanwälte. The conference is planned and produced by the event agency Super Crowd Entertainment from Hamburg, which specializes in the games industry and who hosted the Indie Arena Booth Online at gamescom 2020 and 2021, for which it was awarded a special prize by the Deutscher Computerspielpreis (German Computer Game Award).

About Gamecity Hamburg

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events,



and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

About GRAEF Rechtsanwälte

GRAEF Rechtsanwälte, based in Hamburg and Berlin, is one of Germany's leading law firms in the field of media law, entertainment law and intellectual property. The team around Dr. Ralph Oliver Graef and Dr. Christian Rauda represents leading German and international media companies from the complete value chains of the film industry, the games industry, the publishing industry and the live entertainment industry. In addition, the firm represents "creatives" such as authors, directors, actors, photographers, designers, game developers, etc. in the protection of their creative achievements as well as, in the area of crisis communication, companies and celebrities in the protection of their personal rights.

About Super Crowd Entertainment

Super Crowd Entertainment organizes the annual Indie Arena Booth, the world's largest independent developer booth for video games as well as the community fair MAG. With the Super Crowd Framework, the company also offers a comprehensive yet easy-to-implement solution for digital events for all industries that brings a real trade show feeling to life despite COVID-19. With 3.6 million DACH customers reached and over 100,000 visitors, Super Crowd sets new standards for exciting online events and makes it easy to find your friends again via Super Crowd ID and stay in touch with them.