

Summary of 2008 Event

The third annual Carolina Games Summit built on the success of the previous two years to increase the number of exhibitors, speakers, and sponsors. Expectations for attendance, marketing potential, and consumer satisfaction were exceeded across the board.

2008 Date: Saturday, January 26th

Venue: Wayne Community College, Goldsboro, NC

Format: Our mission is to increase awareness of the North Carolina videogame industry by bringing the technology and people behind video games face to face with gamers of all ages.

We mix game development speakers and exhibitors with equal amounts of game tournaments and free play stations so that every attendee has something to enjoy.

Attendees researched their future gaming careers by speaking with Universities, Schools and Game Developers then fragged their friends in one of eighteen gaming tournaments.

Event Feedback

“This is really cool! We want the best talent coming into the games industry and this is a great place to encourage it.” **Michael Capps**, President - Epic Games

“I think this is just a fantastic event that you guys are holding here! Definitely looking forward to coming back next year!” **Suzanne Meiler**, Senior Environmental Artist - Destineer Studios

“We’re making games for gamers, so we get a chance to interact with that and see how people are playing our games.” **Joel Gonzalez**, Engineer – 1st Playable Productions

“It’s Great! It draws in a lot of people from out of state! Kids that are in school get to talk to companies and find out what they really need to be studying to get a job in the industry.” **John Mason**, Red Storm Entertainment

More special guest comments available in the video on demand section of our website!



Press Release Distribution

Prior to our event we utilized two PR Firms who distributed our press releases to the following media outlets plus numerous others.

Print	Online	Radio	Television
Associated Press	360voice.com	Public Radio East	Fox 8/Fox 14 TV
Carteret Co. News-Times	bevnet.com	WAGO radio	News 14
Cary News	dbusinessnews.com	WGBR radio	PACC 10
Clayton News-Star	devmaster.net	WRNS radio	WCTI TV
Cleveland Post	dpfiles.com	WFMC radio	WFXI TV
Dunn Daily Record	eggxpert.com	WKIX radio	WITN TV
Duplin Times	gamasutra.com		WNCT TV
Four Oaks-Benson	gamebotonline.com		WRAL TV
Farmville Enterprise	gamecareerguide.com		WTVD TV
Fayetteville Observer	gamecheck.org		
Fuquay-Varina Independent	gameconventions.net		
Goldsboro News Argus	gamedev.net		
Greenville Daily Reflector	gamedevkicks.com		
Grifton Times Leader	gamegirl.com		
Harnett County News	gamingangels.com		
Jacksonville Daily News	gamingnexus.com		
Kenly News	gdse.com		
Kinston Free Press	glitchgear.com		
La Grange Weekly Gazette	myfoxraleigh.com		
Metro Magazine	play.tm		
Mount Olive Tribune	remaininplay.com		
New Bern Sun Journal	shoryuken.com		
Benson News-In-Review	speeple.com		
News & Observer	theeca.com		
Princeton News Leader	thewolfweb.com		
Rocky Mount Telegraph	trianglegameinitiative.org		
Sampson Independent	ugspro.com		
Sanford Herald	videogamesinfowyre.com		
Selma News	xplanazine.com		
Smithfield Herald			
Standard Laconic			
The Apex Herald			
The Times Leader			
Wallace Enterprise			
Wayne Co. Chamber of Commerce Calendar			
Wayne-Wilson News Leader			
Williamston Enterprise			
Wilmington Star-News			
Wilson Daily Times			
Wright Times			

Much of our free publicity is generated through the press release distribution.



Media Campaign

Television

Time Warner Cable's 2008 Media Partnership included 365 ads – 30 seconds each airing January 14th – 26th across multiple TV networks within the Raleigh, Durham, Fayetteville, Lumberton, and Southern Pines subscriber footprint.

Net Reach: 495,000

Radio

Kiss FM (101.9 FM) Purchased 20 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wbbb&sr=Y&s=C>

Net Reach: 57,300

G105 (101.5 FM) Purchased 15 ads – 30 second each airing January 14th – 27th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wxnr&sr=Y&s=C>

Net Reach: 56,400

Bob (93.3 FM) Purchased 79 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wero&sr=Y&s=C>

Net Reach: 52,930

99X (99.5 FM) Purchased 30 ads - 30 second each airing January 16th – 26th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wxnr&sr=Y&s=C>

Net Reach: 32,300

Print

Computer Power User Magazine's Media Partnership included placing our Summit on the upcoming events page of all issues distributed from August 2007 through January 2008. A dedicated article will be published soon after the Summit.

Total Distribution: 270,000 (120,000 subscriber copies; 150,000 newsstand)

10,000 Full Color Double Sided 4" x 6" Flyers were distributed by over 50 GameStop stores and over 60 High Schools across Eastern North Carolina. High school counselors recruit student attendees directly and announced our event through their local school announcements, newspapers, or closed circuit television networks.



Attendee Profile

Press, Industry Experts, Educators, and over 950 consumers including tech families, tweens, women, spectators and gamers (casual and hardcore) made up our attendance of over 1,250 people.

- 81% Male
- 19% Female

- 2% under 12 years old
- 10% between the ages of 13-17
- 63% between the ages of 18-22
- 23% between the ages of 23-35
- 2% between the ages of 36-55

- 84% Caucasian
- 5% African American
- 1% Hispanic
- 3.4% Asian
- 6.6% Other

- 6.6% Some High School
- 3.3% Trade/Technical School
- 60% Some College
- 20% Undergraduate Degree
- 10% Post Graduate Degree

- 36.6% \$25,000 or less
- 16.6% \$25,001 to \$50,000
- 16.6% \$50,001 to \$75,000
- 16.6% \$75,001 to \$100,000
- 10% \$100,001 to \$150,000
- 3.4% \$150,001 to \$250,000

- 76.7% Single
- 23.3% Couple

- 90% Have No Children
- 10% Have Children

- 23.3% Homeowners
- 76.7% Not Homeowners



Exhibitor & Sponsor Profile

Companies, website operators, organizations, universities, and schools related to the gaming or technology industry. Local businesses and organizations were also in attendance.

1st Playable Productions
Ameriprise Financial
Applied Software
Applied Research Associates, Inc.
AT&T
Bawls
BFG Technologies
Cobalt Flux
CPU Magazine
Destineer
Entertainment Consumers Association
Epic Games
The Escapist Magazine
FSP Group
Gamebot
Gamestop
Glitch Gaming Apparel
Hampton Inn
Icarus Studios
Ignited Minds
Intel
NVIDIA
LagLessLan

LockHeed Martin
Memories in Motion
Microsoft
Music Wizard Group
North Carolina State University
Newegg.com
Piedmont Community College
Pitt Community College
Red Storm Entertainment
Rent-A-Center
School of Communication Arts
Sears
Select Start
Themis Group
Time Warner Cable
U.S. Army
UNC Chapel Hill
UNC Charlotte
Underground Gaming Series
Volunteer Wayne/RSVP
Wake Tech Community College
Wayne Community College
Wal-Mart

Conclusion

Consumers want to meet face to face. They want to speak with you, try out your products or services, and make use of all their senses to experience just what your company is all about.

Consider the impact of each and every face to face contact you have with Carolina Games Summit attendees and then think of the word of mouth reach these contacts will have.

Also keep in mind that your monetary contributions are a donation to our 501(c)3 non-profit organization and may be fully tax deductible.

