

CAROLINA GAMES SUMMIT 2020

The twelfth annual **Carolina Games Summit** on January 31st & February 1st, 2020 increased the number of exhibitors, partners, and sponsors significantly. Bringing so many companies together produced an event that exceeded expectations for marketing potential and consumer satisfaction across the board. This year we put more focus on promoting esports as a career by featuring speakers to help players looking to break into the industry, in addition to our normal game development and digital design sessions.

2020 Date: Friday, January 31st & Saturday, February 1st
Venue: The Maxwell Center, Goldsboro, NC
Attendance: 1,500+ (500 Friday Night, 1,000+ Saturday)

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 **thirty-four** gaming tournaments.

Media Campaign: See page 16 & 17

EVENT FEEDBACK

"This was my first event in NC period and it was great. I'm not from the Goldsboro area I had to drive an hour out but it was totally worth it. the atmosphere was joyful, and there was so much to look at and see. Definitely going next year. the downtown area is low key and beautiful."

-Kadeem Anderson

"I've been going to CGS since way when it first started at WCC (Wayne Community College). I competed in 4 tournaments this year and it was nice to have it all in one area, as opposed to separate rooms where you risk not knowing when your match is up"

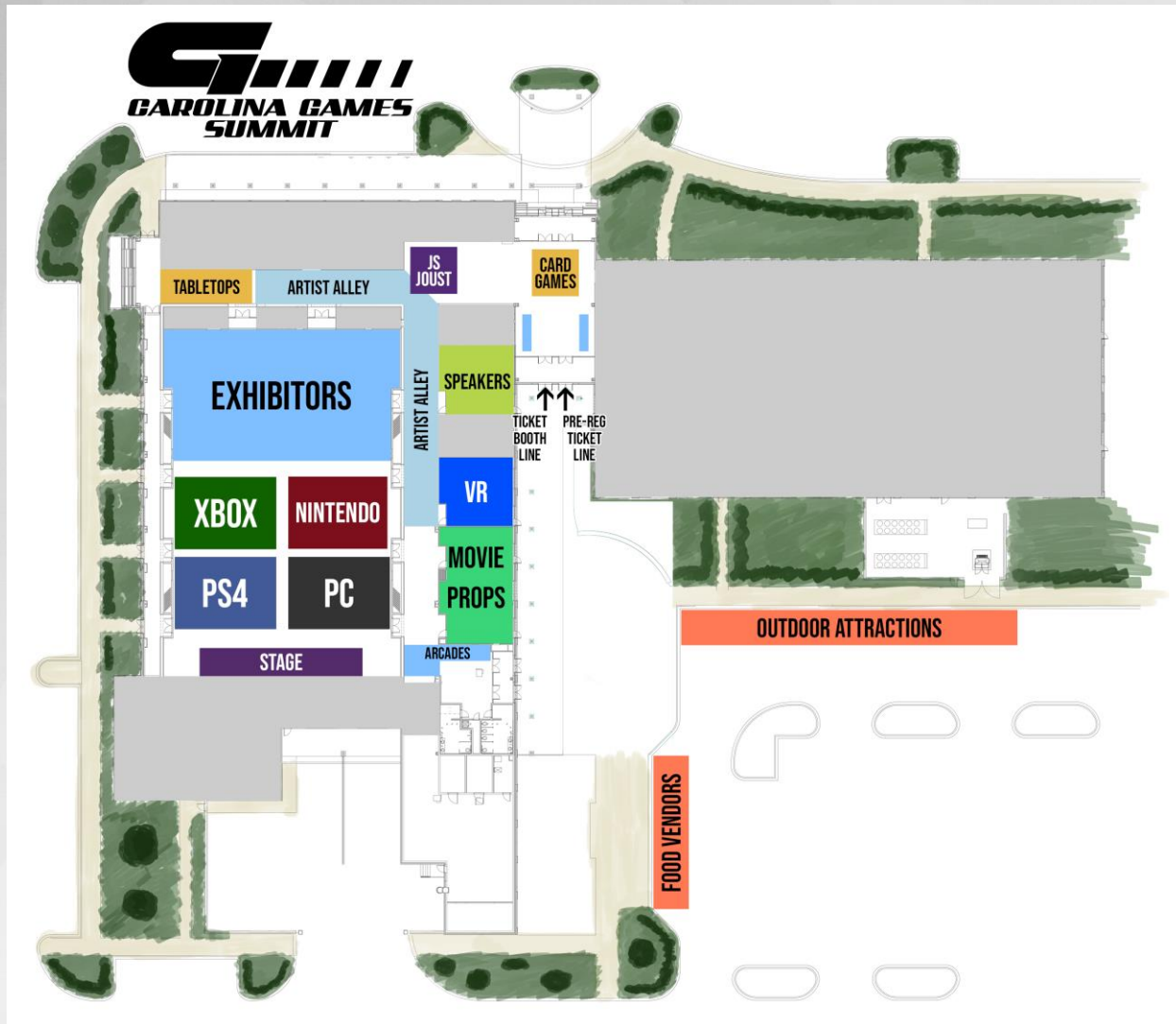
-Curry Morris

"BEST INTERNET YET! Had absolutely amazing ping even hit 0 a few times in game (Fortnite). When I was playing creatives with everyone it was locked on 0 ping."

-Shay Williams Ireland



EVENT VENUE




The Maxwell Center

The Maxwell Regional Agricultural and Convention Center, referred to as The Maxwell Center is Eastern North Carolina's high-end venue opened in March 2018 and located in Goldsboro, NC. It features state of the art audio-visual equipment. This new showpiece is now hosting many local, regional, and statewide events that add to the economic income of Goldsboro and Wayne County. The Maxwell Center is owned and managed by the County of Wayne. The City of Goldsboro is a partner in the undertaking by supplying land and support to this great project. The Maxwell Center provides many in-house services that include beverages, audio visual, internet access, electrical and trade show decorating services, creating ease and convenience for any event. Working with regional caterers, The Maxwell Center offers a list of delicious food options. Additional information can be found on the official web site:

<http://www.themaxwellcenter.com>







ESPORTS TOURNAMENT SCHEDULE

























CAROLINA GAMES SUMMIT
THE MAXWELL CENTER - GOLDSBORO, NC
JANUARY 31, 2020 - FEBRUARY 1, 2020

TOURNAMENT SCHEDULE DAY 1

7:00PM	<p>6v6</p>  	<p>FREE PLAY FRIDAY!</p>
8:00PM	<p>SOLO's</p>  	

DAY 2

12:00PM	<p>3v3</p>   	<p>FFA</p>  	<p>DOUBLES</p> 
1:00PM	<p>5v5</p>   	<p>ARMS</p> 	<p>5v5 SOLO's</p>  
2:00PM	<p>2v2</p> 		
3:00PM	<p>MAIN HALL</p> 		
4:00PM	<p>4v4</p>   	<p>SINGLES</p>	
5:00PM	<p>DUO's</p>   	<p>2K20</p> 	<p>MARIOKART</p> 

RULES

- **FREE PLAY FRIDAY!** All games on Day 1 will be free for casual play.
- The tournaments on Saturday will begin at 12:00PM noon.
- Mostly all tournaments will have a Double Elimination bracket except for (NBA 2k20, HALO 5 FFA, and Madden 2020).
- Please desync the controller that your using from the console when your done playing or when your tournament matches have concluded.

PRIZES


TOP 3 winners of each game will receive a

\$2,000

BARTON ESPORTS SCHOLARSHIP!!!

AND MORE!

POWERED BY





SPEAKER SCHEDULE DAY 1 (STREAMED ON TWITCH.TV/CGS)



DUNGEONS & DRAGONS
BEGINNER'S PANEL
JAN 31ST 7PM
TWITCH.TV/CGS
THE MAXWELL CENTER



ADVANCED STREAMING
JAN 31ST 8PM
TWITCH.TV/CGS
THE MAXWELL CENTER

SKINYMAN FLOPSOCK



NOTCHO FRIENDS LIVE
JAN 31ST 9PM
TWITCH.TV/CGS
THE MAXWELL CENTER

JAYDUKES THE HIGHHEELEDGAMER MAJORLINUX



SPEAKER SCHEDULE DAY 2 (STREAMED ON TWITCH.TV/CGS)



NC ESPORTS PANEL
FEB 1ST NOON
TWITCH.TV/CGS
THE MAXWELL CENTER



SPEAKER PANEL



EXPLORING MAINSTREAM ESPORTS
FEB 1ST 1^{PM}
TWITCH.TV/CGS
THE MAXWELL CENTER



STAY PLUGGED IN



ESPORTS MARKETING & BRANDING
FEB 1ST 2^{PM}
TWITCH.TV/CGS
THE MAXWELL CENTER

ED TOMASI - SUBNATION



SUBNATION



SPEAKER SCHEDULE DAY 2 CONT (STREAMED ON TWITCH.TV/CGS)



ESPORTS LEGAL PANEL
FEB 1ST 3^{PM}
TWITCH.TV/CGS
THE MAXWELL CENTER

MA'IDAH LASHANI
EPIC GAMES

NOAH DOWNS
MORRISON ROTHMAN LLP



COMMENTATING 101
FEB 1ST 4^{PM}
TWITCH.TV/CGS
THE MAXWELL CENTER

JORDAN FITZPATRICK
"FBI TUGBOAT"

FBI_TUGBOAT#6790

FBI_TUGBOAT



XRVR ATHENA ALLIANCE
esports lounge & virtual reality arcade



WOMEN IN ESPORTS
FEB 1ST 5^{PM}
TWITCH.TV/CGS
THE MAXWELL CENTER



SPEAKER SCHEDULE DAY 2 CONT (STREAMED ON TWITCH.TV/CGS)



**COLLEGIATE ESPORTS:
CURRENT STATE OF THE INDUSTRY**
FEB 1ST 6PM
TWITCH.TV/CGS
THE MAXWELL CENTER

PAUL CHRISTIANSON
BARTON COLLEGE



LIVE STREAMING 101
FEB 1ST 7PM
TWITCH/TV/CGS
THE MAXWELL CENTER

SMOLTANK
MAJORLINUX
MIKKIMARVEL
RUNNINBULL
THEHIGHHEELEDGAMER



NOTCHO FRIENDS LIVE
FEB 1ST 8PM
TWITCH.TV/CGS
THE MAXWELL CENTER

JAYDUKES **THE HIGHHEELEDGAMER** **MAJORLINUX**



EVENT PHOTOS (MAXWELL CENTER)



PHOTO BY JAYCE WILLIAMS



PHOTO BY JAYCE WILLIAMS



PHOTO BY JAYCE WILLIAMS



PHOTO BY JAYCE WILLIAMS



PHOTO BY JESSICA LEAR



PHOTO BY JESSICA LEAR



EVENT PHOTOS (INDIVIDUAL SHOOTS)



PHOTO BY JAYCE WILLIAMS
ITSS FORMER HQ



PHOTO BY JAYCE WILLIAMS
ITSS WAREHOUSE



PHOTO BY JAYCE WILLIAMS
ITSS FORMER HQ



PHOTO BY JAYCE WILLIAMS
ITSS FORMER HQ



PHOTO BY JAYCE WILLIAMS
ITSS FORMER HQ



PHOTO BY JAYCE WILLIAMS
ITSS FORMER HQ



ATTENDEE PROFILE

Press, Industry Experts, Educators, and consumers including tech families, tweens, spectators and gamers (casual and hardcore) make up our attendance at Carolina Games Summit. The following statistics represent the most loyal group of the Carolina Games Summit audience, **the hard core gamer**, who filled out this survey during their tournament registration. This core group follows are tournaments around the state and will join us for any future event we advertise.

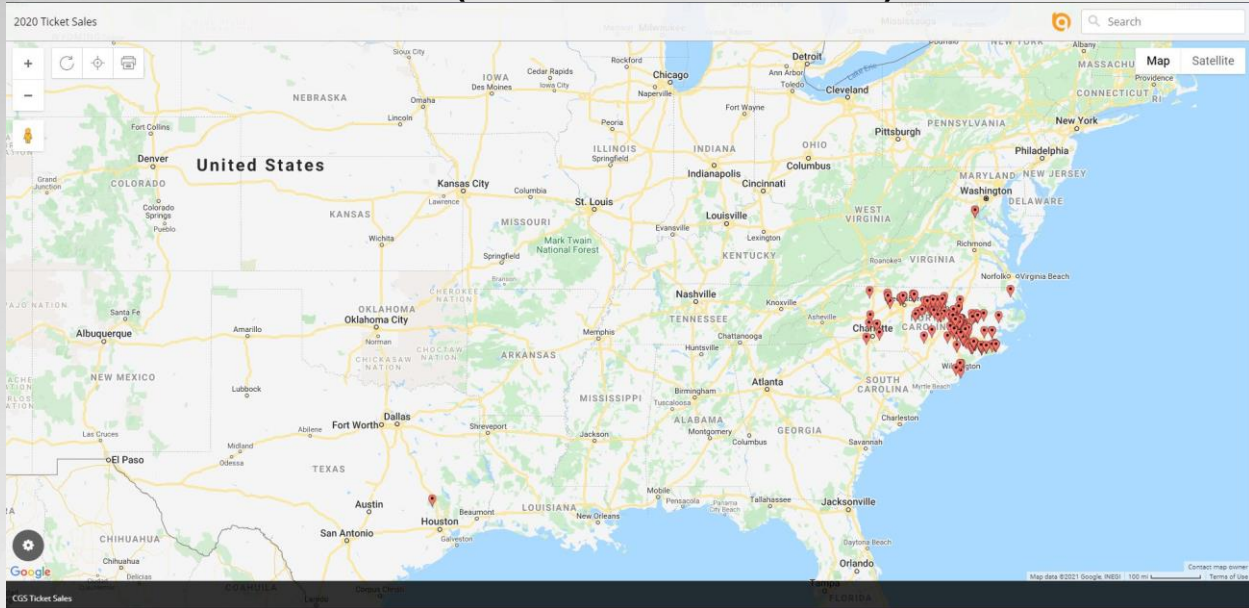
CGS 2020 345 Surveyed	CGS 2019 429 Surveyed	CGS 2018 290 Surveyed	CGS 2017 288 Surveyed	
91%	89%	86%	88%	Male
9%	11%	14%	12%	Female
6%	3%	3%	1%	under 12 years old
11%	7%	9%	11%	ages of 13-17
25%	25%	29%	28%	ages of 18-22
47%	52%	49%	51%	ages of 23-35
11%	13%	10%	8%	ages of 36-55
57%	62%	61%	69%	Caucasian
17%	18%	19.5%	15%	African American
13%	8%	7.5%	5%	Hispanic
4%	4%	4%	4%	Asian
9%	8%	8%	7%	Other
26%	28%	18%	21%	Some High School
21%	20%	21%	17%	Completed High School or GED
32%	30%	37%	37%	Some College
14%	15%	16.5%	17%	Undergraduate Degree
4%	5%	5.5%	6%	Post Graduate Degree
3%	2%	2%	2%	Trade/Technical School
39%	36%	32%	35%	\$25,000 or less
27%	26%	31%	22%	\$25,001 to \$50,000
12%	16%	18%	20%	\$50,001 to \$75,000
11%	12%	9%	11%	\$75,001 to \$100,000
3%	6%	4%	5%	\$100,001 to \$150,000
5%	1%	3%	3%	\$150,001 to \$250,000
3%	3%	3%	4%	More than \$250,000
82%	82%	84%	83%	Single
18%	18%	16%	17%	Married
83%	83%	83%	84%	Have No Children
17%	17%	17%	16%	Have Children
13%	16%	15%	16%	Homeowners
87%	84%	85%	84%	Not Homeowners



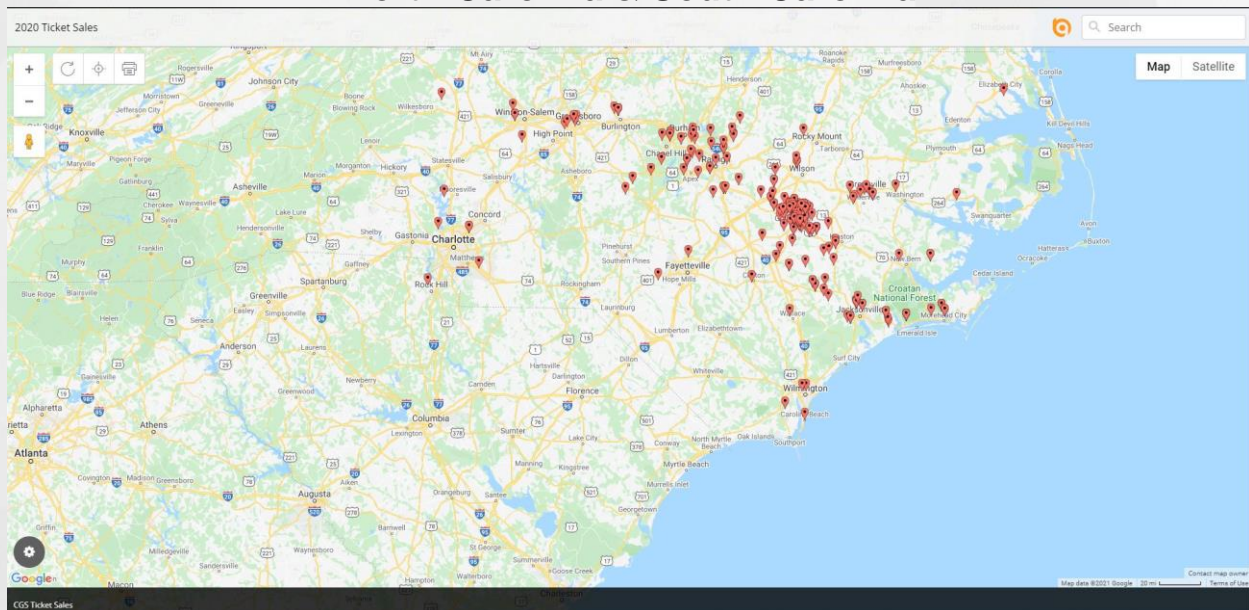
ATTENDEE LOCATIONS

This sample group of 246 pre-paid attendees travelled a total of **14,306 miles** averaging **58.4 miles per attendee**.

USA (where tickets were sold)



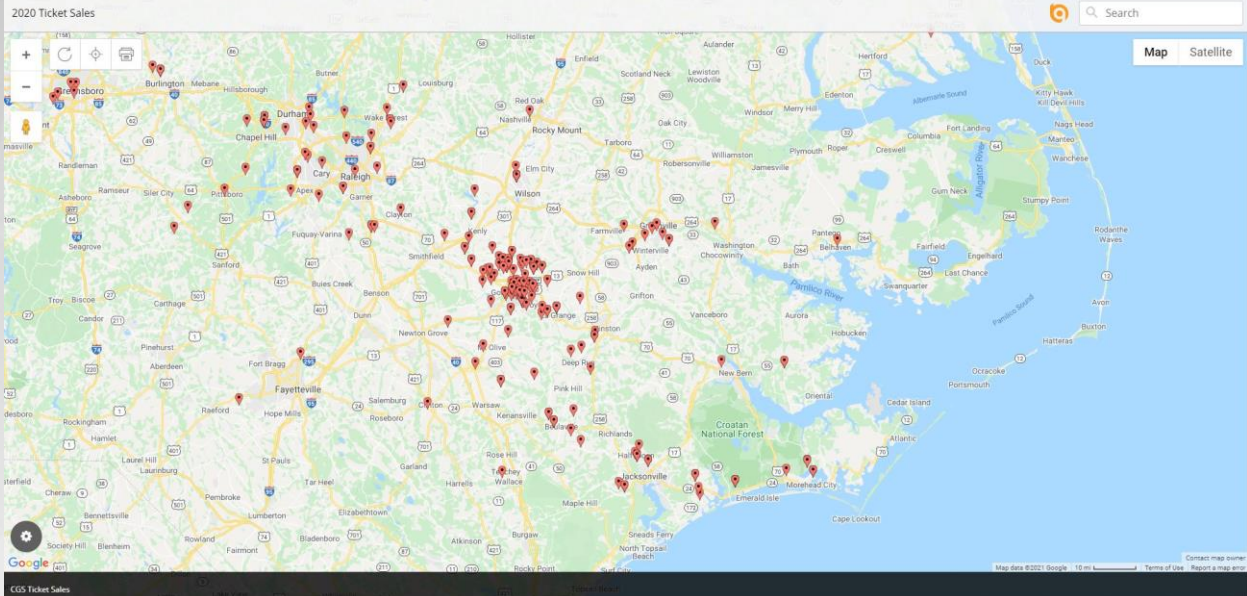
North Carolina & South Carolina



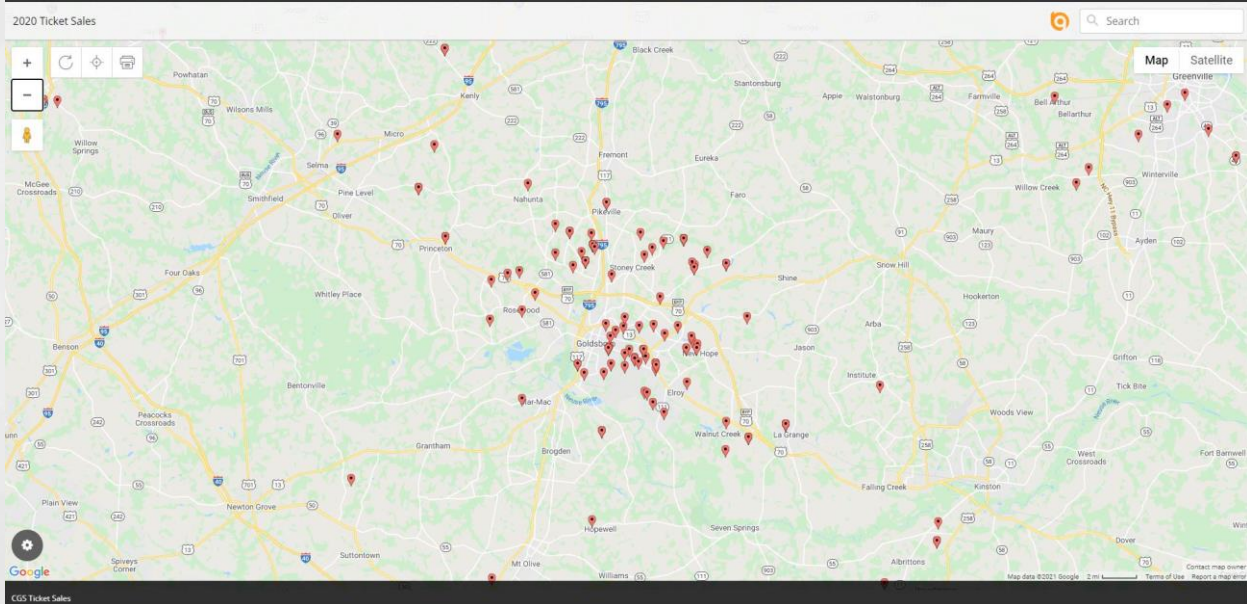
ATTENDEE LOCATIONS CONT

This sample group of 246 pre-paid attendees travelled a total of **14,306 miles** averaging **58.4 miles per attendee**.

Greensboro, Raleigh, Goldsboro, and Greenville, NC



Wayne County, NC



EXHIBITORS, SPEAKERS, AND SPONSORS



4-H
A local 4-H robotics chapter displayed their custom-built competition robots.
<http://www.4-h.org/>



501st Legion
They spread the magic of the Star Wars genre worldwide through costumes.
<https://www.artinstitutes.edu/raleigh-durham>



Ambyrvescent Cosplay
Ambyr creates cosplay props, accessories, and geeky couture!
<https://www.etsy.com/shop/GlamourIsTheEndGame>



The Athena Alliance
Their mission is to support and celebrate women in the gaming industry and beyond.
<https://www.facebook.com/athenaCLT/>



Barton College Esports
Barton College is a part of the National Association of Collegiate Esports, American Video Game League, Collegiate Starleague, and TESPA. www.bartonesports.com



BenQ
BenQ offers a broad range of projectors, LCD monitors, and flat panel displays for any application and market.
www.BenQ.us



Boot Hill Designs
A custom print shop catering to fans of all genres. From video games to pop-culture.
<https://www.boothilldesigns.com/>



CLT Esports
A charlotte based organization that provides quality LAN tournaments as well as up to date esports coverage.
<https://clt-esports.com/>



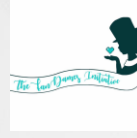
CORSAIR
The exclusive provider of high-performance PC peripherals for our 2020 event season.
<https://www.corsair.com/>



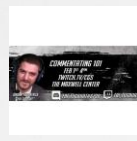
DM World
Dedicated to the world of tabletop gaming, their goal is to empower players and help Dungeon Masters.
<https://www.facebook.com/DmWorld9029/>



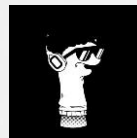
EPIC Games
Ma'idah Lashani is Counsel at Epic Games, where she specializes in business operations and game development.
<https://www.epicgames.com/>



The Fan Dames Initiative
A non-profit organization that empowers women in the geek and nerd fandoms.
<https://www.facebook.com/FanDames/>



FBI Tugboat
Jordan Fitzpatrick received a degree in marketing & psychology before finding his true passion for play-by-play commentary.
https://www.twitch.tv/fbi_tugboat



Flopysock
Jay Simpson, partnered streamer on Mixer, is on his way to becoming one of the best Fortnite players on the east coast.
<https://mixer.com/flopysock>



Game P.L.A.Y.
A community outreach program creator to bring understanding between local law enforcement and youth.



Guild Gaming
Guild Gaming is focused on bring gamers of all kinds together.
<https://www.facebook.com/GuildGamingStore/>



EXHIBITORS, SPEAKERS, AND SPONSORS



The High Heeled Gamer

The Oprah of the nerd world! Interviews people for The Late Night Nerd Show.

<https://www.thehighheeledgamer.com/>



Hollywood History

A local company dedicated to movie memorabilia from the most influential members in the film industry.

<https://www.hollywoodhistoryonline.com/>



ITSS, Inc.

ITSS will build, maintain and support your entire network, boosting efficiency for you and your customers.

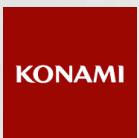
<http://www.itss.us/>



Kendall's Creamery

Apart of Goldsboro Food Trucks, they are stocked with tons of yummy local homemade ice cream and goodies.

<https://www.goldsborofoodtrucks.com/>



Konami Digital Entertainment

A leading, global developer, publisher and manufacturer of electronic entertainment properties, specializing in the home video game market.

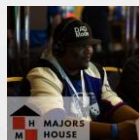
<http://www.konami.com>



Koyobi Gaming

Uniting the Anime & Gaming Communities, hosting events and tournaments.

<https://www.facebook.com/KoyobiLLC/>



Major Linux

Marcus Summers is an avid gamer and streamer from North Carolina.

<https://majorshouse.com/>



Mikki Marvel

Mikki is a professional traveling model who loves to cosplay and act.

<https://www.facebook.com/mikkimarvelous/>



MSI Gaming

As a world leading gaming brand, MSI is the most trusted name in gaming and eSports.

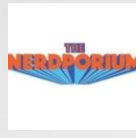
<https://us.msi.com/>



Morrison Rothman LLP

Noah Downs is a video game lawyer helping his clients develop, evolve and grow within this competitive industry.

<https://morrisonrothman.com/>



The Nerdporium

Founded by Jake Masters in Baltimore, they love everything NERDY, including video games, comic books and more.

<https://www.thenerdporium.com/>



Notcho Friends

We're those friends that will let you act like fool!

<https://www.twitch.tv/notchofriends>



Player's Choice

A video game, dvd, comics and more store located in Myrtle Beach, SC.

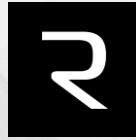
<https://www.playerschoicemb.com/>



Red Bull

The exclusive energy drink of our 2020 event season.

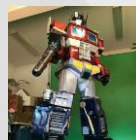
<https://www.redbull.com/>



Respawn Products

Bringing a new class of high-performance & affordable products that empower players to game without compromise.

<https://respawnproducts.com/>



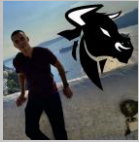
RockyBigRock Cosplay

Rocky Melvin is an artist & fabricator who has won cosplay contest up & down the east coast.

<https://www.facebook.com/Rockybigrock41/>



EXHIBITORS, SPEAKERS, AND SPONSORS



Runnin Bull

Charles Alvarado is an ECU graduate and Twitch streamer who loves Pokemon,, gaming and people watching.

<https://www.twitch.tv/runninbull89>



Shawn's Custom Designs

Shawn creates art customized for each person and brings out our inner child.

<https://www.facebook.com/ShawnsCustomCharacters>



Sk1nyMan

Jerome Porter, originally from Louisiana, is an avid gamer and variety streamer.

<https://www.twitch.tv/sk1nyman/>



Skullies Street Q

This food trunk serves up mouthwatering bbq in the Goldsboro, NC and surrounding areas.

<https://www.goldsborofoodtrucks.com/>



Spectrum

America's fastest growing TV, Internet, and voice company.

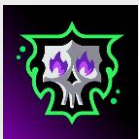
<http://www.spectrum.com>



Stay Plugged In

Richard D. Suarez works with high schools to support and help cultivate their esports programs.

<https://www.staypluggedin.com/>



Strange Gaming

Strange Gaming creates content & has developed a successful online brand with the goal to create a community of gamers.

<https://twitter.com/strangegamingus>



SUBNATION

Subnation is a content and live experience platform that celebrates the culture of gaming and lifestyle of esports.

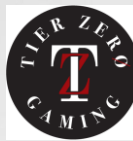
<https://subnation.gg/>



T-Mobile

A mobile phone company that has America's Fastest Unlimited Network.

<https://www.t-mobile.com/>



Tier Zer0 Gaming

Card Games, RPG Books, Board Games & Supplies, Snarky Comments and Sarcasm free with every purchase.

<http://tierzerogaming.tcplayerpro.com/>



Triangle Delta Esports

A Charlotte organization with the goal of recruiting and contracting talented esports athletes to compete and represent the brand in the industry.

<https://triangledeltaesports.com/>



U.S. ARMY

The Raleigh Recruiting Battalion is represented throughout NC by 6 companies, 39 stations and 268 soldiers and civilians.

<https://recruiting.army.mil/2ndbde/3jbn/>



United Service Organizations of NC

With six centers statewide, USO of NC serves an average of 567,000 troops over the course of a year.

<https://northcarolina.uso.org/>



XRVR Esports Lounge and VR Arcade

VR arena and esports-bar and lounge, XRVR, offers immersion-scaleable VR experiences pulled from a library of over 200 games.

<https://www.xrvrcafe.com/>



PRESS RELEASE DISTRIBUTION

Prior to our event we utilize a PR Firm to distribute 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	gamebizwire.com		WRAL TV
Farmville Enterprise	gamebotonline.com		WTVD TV
Fayetteville Observer	gamecareerguide.com		
Fuquay-Varina Independent	gamecheck.org		
Goldsboro News Argus	gameconventions.net		
Greenville Daily Reflector	gamedev.net		
Grifton Times Leader	gamedevkicks.com		
Harnett County News	gamegirl.com		
Jacksonville Daily News	gamershell.com		
Kenly News	gamespress.com		
Kinston Free Press	gamesindustry.biz		
La Grange Weekly Gazette	gamingangels.com		
Metro Magazine	gamingnexus.com		
Mount Olive Tribune	gatheringofgamers.com		
New Bern Sun Journal	gdse.com		
Benson News-In-Review	glitchgear.com		
News & Observer	myfoxraleigh.com		
Princeton News Leader	play.tm		
Rocky Mount Telegraph	pmsclan.com		
Sampson Independent	popmatters.com		
Sanford Herald	raleighdurham.com		
Selma News	remaininplay.com		
Smithfield Herald	shoryuken.com		
Standard Laconic	speeple.com		
The Apex Herald	theeca.com		
The Times Leader	thewolfweb.com		
Wallace Enterprise	trianglegameinitiative.org		
Wayne Co. Chamber of	ugspro.com		
Commerce Calendar	videogamesinfowyre.com		
Wayne-Wilson News Leader	xplanazine.com		
Williamston Enterprise			
Wilmington Star-News			
Wilson Daily Times			
Wright Times			

Releases:

http://www.prweb.com/releases/carolina_games_summit_adds_authentic_film_memorabilia_plus_friday_night_freeplay_to_2020_event/prweb16863381.htm

http://www.prweb.com/releases/over_300_000_in_barton_college_scholarships_to_be_awarded_at_2020_carolina_games_summit/prweb16872005.htm



CAROLINA GAMES SUMMIT MEDIA CAMPAIGN

Radio

Bob (93.3 FM) Purchased 117 ads - 30 second each airing January 15th – February 1st with live remote on site Friday Jan 31st 6-8pm

<https://radio-locator.com/info/WERO-FM>

Net Reach: 60,900+ Eastern North Carolina

High Schools

Letters explaining our events focus on exploring a career in the games industry were distributed to nearly 200 High Schools and over 500 counselors across Eastern North Carolina. These counselors recruit students directly and promote our event through their local school announcements, newspapers, or closed circuit television networks.

Net Reach: 180,000+ Students

Social Networking

We maintain official Facebook.com, Twitter.com, Youtube.com profiles or groups. We also partner with TournamentSeeker.com, GatheringofGamers.com, geekcal.com and events4gamers.com and are maintaining profiles on these sites as well.

Facebook Impressions: 300,512+ (Jan 1st – Feb 8th)

Twitter Impressions: 66,700 (Jan 1st – Feb 8th)

Website

Our website maintains a record of all current and past tournaments plus handles ticket purchases and questions from attendees reaching out via our forums. Banner ads are displayed for our sponsors at no additional cost to them.

www.carolinagamesummit.com

Net Reach: 4,845 unique visits (Jan 1st – Feb 8th)

Impressions: 41,730 (Jan 1st – Feb 8th)

Direct Email

Carolina Games Summit has been collecting emails from all events starting in 2006 and has accumulated a verified list of 5,600+ former attendees and tournament participants. We continue to grow this list each year.

Net Reach: 5,600+

