



Telefilm Canada  
through the Canada New Media Fund (CNMF)

presents

<b>CANADA at GAME CONNECTION EUROPE</b> Lyon – France – December 8-10, 2009	<b>CANADA at GAME CONNECTION AMERICA (GDC)</b> San Francisco – USA – March 8-10, 2010 (dates to be confirmed)
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[www.game-connection.com](http://www.game-connection.com)

**Registration deadline for both events:**

September 4, 2009

(Higher rate after this date)

#### Overview of the offer

Telefilm Canada is pleased to support Canadian video game development companies wishing to attend the Game Connection events in Europe and at GDC (Game Developers Conference) in the coming months.

The seller accreditation/registration package is offered at 30% off the Exhibitor Special Offer and is available to a maximum of 33 Canadian developers attending either Game Connection event under the CANADA banner.

The seller accreditation/registration package includes:

- 9 m<sup>2</sup> private meeting room equipped with table, chairs, electricity and lighting
- Admission for 2 representatives (including 6 meals)
- Access to the Online Meeting System – schedule up to 45 meetings
- Excellent visibility under the CANADA banner: promo video with clips from each Canadian company running continuously at event entrance, poster, ad in printed program
- Six months free subscription to the Game Connection Marketplace
- Possible free admission for 1 buyer representative to meet with potential partners (including meals)\*
- GDC Expo Pass: admission to exhibit floor and some sessions (to be confirmed)
- On-site support

\* Connection Events reserves the right to determine whether a buyer is justified, based on the company's activity.

**Discount rate for registration received by September 4 is CDN\$3,900**, instead of \$5,600 (based on €3,500 Exhibitor Special Offer at current exchange rate).

**After September 4, the registration fee increases to CDN \$4,460**, instead of \$6,560 (based on €4,100 Early Bird Offer at current exchange rate).

**Take advantage of the best rate possible by registering early.** The package negotiated by Telefilm Canada for Canadian developers represents a discount of nearly 40% off the full price and includes promotion under the CANADA banner (video, poster, program ad) as well as admission for two representatives. Compare this offer with the new Game Connection rates posted at <http://www.game-connection.com/content/prices-lyon>.

The package covers registration for two representatives per company. Admission for additional attendees has been reduced to €200 (+ VAT for Europe) this year.

Registration fees for Game Connection Europe are payable in full upon registration and are not refundable.

Registration fees for Game Connection America (GDC) are payable in full no later than December 18, 2009.

The submitted Registration Form constitutes a commitment to attend. The Registration Form signatory shall be liable for the full amount of the selected options.

For companies not selected, Telefilm Canada will return the cheque supplied with the application form.

### **Eligibility criteria**

The program is open to all Canadian game developers meeting the following criteria:

- Company must be Canadian-owned and -controlled, as defined in the *Investment Canada Act*.
- Company must have operated in Canada for at least the past two years.
- Company's core business must be in video games, namely game development.
- Company must produce complete games or, in the case of original intellectual property (IP), own 100% of the rights.
- Company must not be in default with respect to any obligation towards Telefilm Canada or the Government of Canada.

### **Special offer for service providers**

Service provider companies are not eligible for the discount rate.

However, Telefilm Canada has negotiated an extension to the Exhibitor Special Offer that secures the rate of €3,500 (+VAT for Europe) for each event until September 4 and the special rate of €3,850 (+ VAT for Europe) for registrations after this date. These fees are payable directly to Game Connection (50% upon registration and 50% in mid-October).

Canadian service providers will also enjoy visibility under the CANADA banner (promo video, poster, ad in printed program).

**To take advantage of this offer, complete the registration form and contact Claudia Marcoux** (see contact info at end of document).

### **Selection process**

Participation is capped at 33 game developers for the two Game Connection events combined. The anticipated breakdown is roughly 7 for Game Connection Europe and 26 for Game Connection America (GDC).

Telefilm Canada may apply a selection process across its regional offices, taking the following into account:

- Priority will be given to export-ready clients of the Canada New Media Fund.
- The selection will ensure regional balance.

## **Interested in doing business at Game Connection?**

**Game Connection** is a key game industry trade event. It is an international marketplace for game developers, service providers and publishers looking to expand their network and find the right business partners. Game Connection provides several different services, all geared towards the same goals: developer and publisher matchmaking, network building and enhancement, and assessment of projects and companies.

Game Connection's main objective is to facilitate business by providing private meeting rooms for talks and negotiations.

### **Private Meeting Room**

Each seller (game developer or service provider) has a private meeting room for making presentations to buyers, usually half-hour meetings. Depending on their schedules, companies can conduct up to 15 meetings a day.

### **Online Meeting System**

All participants have access to the high-efficiency meeting system on the Game Connection website. This online system provides information about the projects and interests of each registered company. Users can search the database, ask questions, send meeting requests and much more. Meetings are scheduled only when both parties are interested, increasing the efficiency of the event and the probability that the right business partners will be found.

**For further information on Telefilm Canada's special offer for the Game Connection events, contact:**

Claudia Marcoux  
[claudiamarcoux@videotron.ca](mailto:claudiamarcoux@videotron.ca)  
Tel.: 514-564-3966  
or 514-652-3966 (mobile)

**To register, send the completed application form and your cheque to:**

Marie-Claude Giroux  
Re: Canada @ Game Connection  
Telefilm Canada  
360 Saint-Jacques, Suite 600  
Montréal, QC H2Y 1P5

**Please e-mail a scanned copy of the signed form to:**  
[girouxm@telefilm.gc.ca](mailto:girouxm@telefilm.gc.ca)