Customer number:

0	4	8	0								

koelnmesse

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
application@gamescom.de

gamescom
27. - 30.08.2020

Application Official Partner Package

1.10

1 Company

1.1 Adress*(= service recipient on invoice):

Company/Name:

Street:

Postcode, town:

Postcode, P.O. Box:

Postcode, town:

State, country:

Phone:

e-mail:

Internet:

*These information will be published in all lists of partners.

Owner/Managing Director:

☐ Mr ☐ Ms

Correspondence language:

☐ German ☐ English

Sort alphabetically under the letter: ☐

Contact person for the event is:

☐ Mr ☐ Ms

Tel.:

Cell:

e-mail:

1.3 We are registered with the:

☐ Commercial register

At the Magistrate Court in:

Commercial Register no.:

1.4 Turnover tax ID number (VAT):

(Required information for companies from EU countries)

1.5 We are a member of game - association of the German games industry

☐ **yes** ☐ **no**

1.6 Company category

- ☐ Publisher/Developer
- ☐ Manufacturer/retailer of gaming hardware and/or accessories
- ☐ e-sports company
- ☐ Educational institution
- ☐ Association / public institution
- ☐ Agency
- ☐ Companies from the media, telecommunications & internet sector
- ☐ Non-gaming companies with cooperation partners from the gaming sector

1.7 Official Partner Package

☐ We hereby make a binding registration for the Official Partner Package for gamescom 2020

1.8 Prices by games turnover category (please tick):

Games turnover is based on the revenue generated by the Partner's company in the last financial year. There is an exception to this rule for Partners whose business purpose is only partially games-related. Here, the revenue of the games-related business division(s) counts

- ☐ Global Games turnover EUR 0-10 million = EUR 300
- ☐ Global Games turnover EUR 10 million - EUR 1 billion = EUR 15,000
- ☐ Global Games turnover over EUR 1 billion = EUR 40,000

1.9 Interest in paid advertising integration in gamescom show formats

We are interested in the following gamescom show formats:

- ☐ gamescom: Opening Night Live (Main, Pre- or Aftershow)
- ☐ gamescom: Awesome Indies
- ☐ gamescom: Daily Show & gamescom studio German
- ☐ gamescom: Daily Show & gamescom studio English
- ☐ gamescom: Best of Show

Data Protection Notice:

You can read our Data Protection Notice in the complete participation documents and at any time under www.koelnmesse.com/data-protection-notice.
We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

o I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at www.koelnmesse.com/data-protection-notice.
I can withdraw my consent at any time in the future (by sending an e-mail to datenschutz-km@koelnmesse.de).

We would like to pass your information on to the conceptual sponsor of gamescom, game - the German Games Industry Association e.V., so that they can also contact you with information on events.

Declaration of consent to the transfer of data to other companies and to their contacting you:

o I consent to the transfer of my data to the conceptual sponsor of gamescom, game - Association of the German Games Industry e.V. and its member organisations and to being contacted with advertising by these companies. I can withdraw my consent at any time in the future (by sending an e-mail to datenschutz-km@koelnmesse.de).

By signing and returning the application form, we acknowledge that the General Terms of Use are binding for our company. The details you have filled in on this form concerning the billing address are binding. There will be a fee for a new bill if it is issued for reasons for which Koelnmesse is not responsible. A flat-rate fee of 100.00 Euro will be charged for each new bill. Please fill out page 2 of this document for a different invoice address.

X

Place, date, legally binding signature and company stamp of the partner

Customer number:

0	4	8	0								

Application Official Partner Package, page 2

koelnmesse

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
application@gamescom.de

gamescom
25. - 29.08.2020

1 Invoice address
If the **invoice** should be sent to an address other than the one given on page 1 (=service recipient), please enter it below:

Company/Name:

Street:
Postcode, town:
Postcode, P.O. Box:
Postcode, town:
State, country:

Phone:

e-mail:

Language of correspondence:
☐ German ☐ English

PO no.:

Please note:
The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment.

The invoice information you provide are bindingly and later changes will be charged with a fee of 100 Euro per modification. (See article 3.9 Conditions of Participation Special Section)

2 Address for correspondence
If **correspondence** should be sent to an address other than the one given on page 1, please enter it below:

Company/Name:

Street:
Postcode, town:
Postcode, P.O. Box:
Postcode, town:
State, country:

Phone:

e-mail:

Language of correspondence:
☐ German ☐ English

Contact:
☐ Mr ☐ Ms

Function:

Tel.:

Fax:

email:

Please note:
You can read our Data Protection Notice in the complete participation documents and at any time under www.koelnmesse.com/data-protection-notice.

X

Place, date, legally binding signature and company stamp of the partner

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
gamescom@koelnmesse.de
www.gamescom.global

gamescom
27. - 30.08.2020

The services of the Official Partner Package include

-Status as Official Partner of the gamescom 2020
-mention on the gamescom website as Official Partner
-Use of the gamescom trademark according to the General Terms of Use
-Integration into gamescom now:
- Setting up a partner site in the Content Hub to present the company
- Setup of up to 10 product pages in the content hub for the presentation of products & games
- Embedding of digital content such as video on demand and live streams into the central video player of the content hub (embedding possible from the following platforms: YouTube, Twitch)
- Findability via in the Content Hub integrated search function
- Possibility to place digital content of the Official Partner on theme pages (e.g. Indies, Cosplay, E-Sports etc.), at the sole discretion of the external editorial team of the Content Hub
- Possibility to deposit specific contact data on your own partner site, textual content and links that are exclusively available to accredited media/creators
- possibility for editorial or paid advertising placement in the gamescom show formats

Please tick products/services that will be presented at the digital gamescom.

List of Goods		
☐	101/000	Platform/ Technologies
☐	101/010	PC
☐	101/020	Consoles
☐	101/030	Handhelds
☐	101/040	Tablets
☐	101/050	Mobile phones/ smart phones
☐	101/060	Netbooks/ Notebooks
☐	101/070	Augmented Reality
☐	101/080	Mixed Reality
☐	101/090	Virtual Reality (VR)
☐	101/100	Mobile VR
☐	201/000	Software (Entertainment - Games)
☐	202/000	Software (Edutainment)
☐	203/000	Software (Infotainment)
☐	204/000	Development
☐	204/010	Development general
☐	204/020	Developer PC
☐	204/030	Developer Consoles
☐	204/040	Developer handhelds
☐	204/050	Middleware
☐	205/000	Other Software
☐	301/000	E-Sports
☐	401/000	Training and further education
☐	401/000	Training and further education
☐	501/000	Associations / public institutions
☐	601/010	Agencies
☐	601/020	Merchandising Agencies
☐	601/030	Merchandising licensees
☐	701/000	Telecommunications and Internet