

# AMAZE. iNDiE CON-NECT

[AMAZE-INDIECONNECT.DE](http://AMAZE-INDIECONNECT.DE)

**Following its Kick Off in 2012,  
A MAZE. Indie Connect 2013 is the second  
international indie games festival taking  
place in Berlin as part of the dgt 13  
(Deutsche Gamestage).**

**Aims:**

Establishing Berlin as an annual meeting point for the indie games scene (i.E. game developers, who work independently and without financial support from publishers to create successful games).

Acting as a representative for games culture as well as digital culture, A MAZE. aims

to not only attract professionals from the games industry, but strives to bring them together with creatives from other media and cultural areas, to foster the development of new collaborations and allow games to reinvent themselves.



## Review

The interdisciplinarity of A MAZE. Indie Connect 2012 convinced in the framework of the dgt - Deutsche Gamestage and the Game Developer Conference Quo Vadis.

The founders of A MAZE. Indie Connect not only received great popularity by the representing professional audience, but also keen interest in the international Indie Games Community, the local creative industry and in particular by the international press.

This confirmed the importance and the potential of such a In-

die Games platform in Berlin. The city has a heart for playfulness, vision, boundless creativity and unusual lifestyle.

Many creative people are attracted by the metropolis of Germany. Including the young and wild Game designer and programmer who has chosen his own, independent way of working.

An Indie Game Festival, as A MAZE. Indie Connect attracts precisely those who would otherwise travel to the United States to get connected to the international community and to draw attention for their

games. But A MAZE. Indie Connect is more than a platform to strengthen the the global status of Indie Game Developer in Europe and specially in Germany - it is a multidisciplinary playground for all kind of creatives.

A MAZE. Indie Connect is funded by the Media Board Berlin-Brandenburg.

**medienboard**  
Berlin-Brandenburg GmbH

[www.amaze-indieconnect.de](http://www.amaze-indieconnect.de)



About A MAZE.

A MAZE. is founded January 2008 in Berlin as forefront of the independent game scene in Europe, in Germany and in Berlin. The goal is to encourage young game developers in Berlin and elsewhere to start their own successful studios with their own game ideas.

[www.amaze-festival.de](http://www.amaze-festival.de)



# **PLAY FESTIVAL**



## 1 The exhibition

The 10 finalist for the A MAZE. Indie Games Award, World Premieres and interactive installations are presented during the exhibition, which is open to the public. A playground for the professional audience, players from the creative industry and the local gaming scene. The developers are on site and answer questions.



## 2 The conference

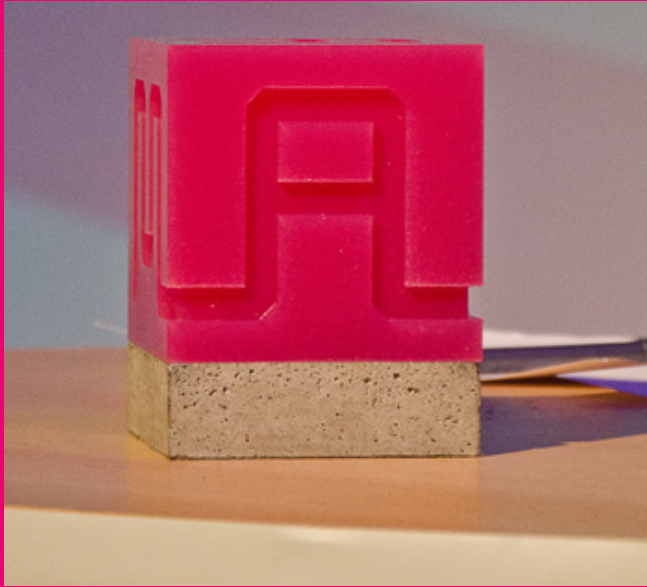
Indie philosophies, Games specific achievements, experiences, successes and failures, „Dos and donts” will be presented and discussed by game developers, media observers and experts in the 2 days conference.



## 3 The workshops

Learn from the best and explore new ways of creation and the tools. This creates an incomparable.





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### The award

A MAZE. Indie Games Award is the first international Indie Games Award in Germany for the the best independent game. The jury consists of four internationally indie game designers and experts, who cure the winner from out 10 nominees to „The Most Amazing Indie Game 2013 “. The winner will receive a trophy and a monetary prize of 5000 €.

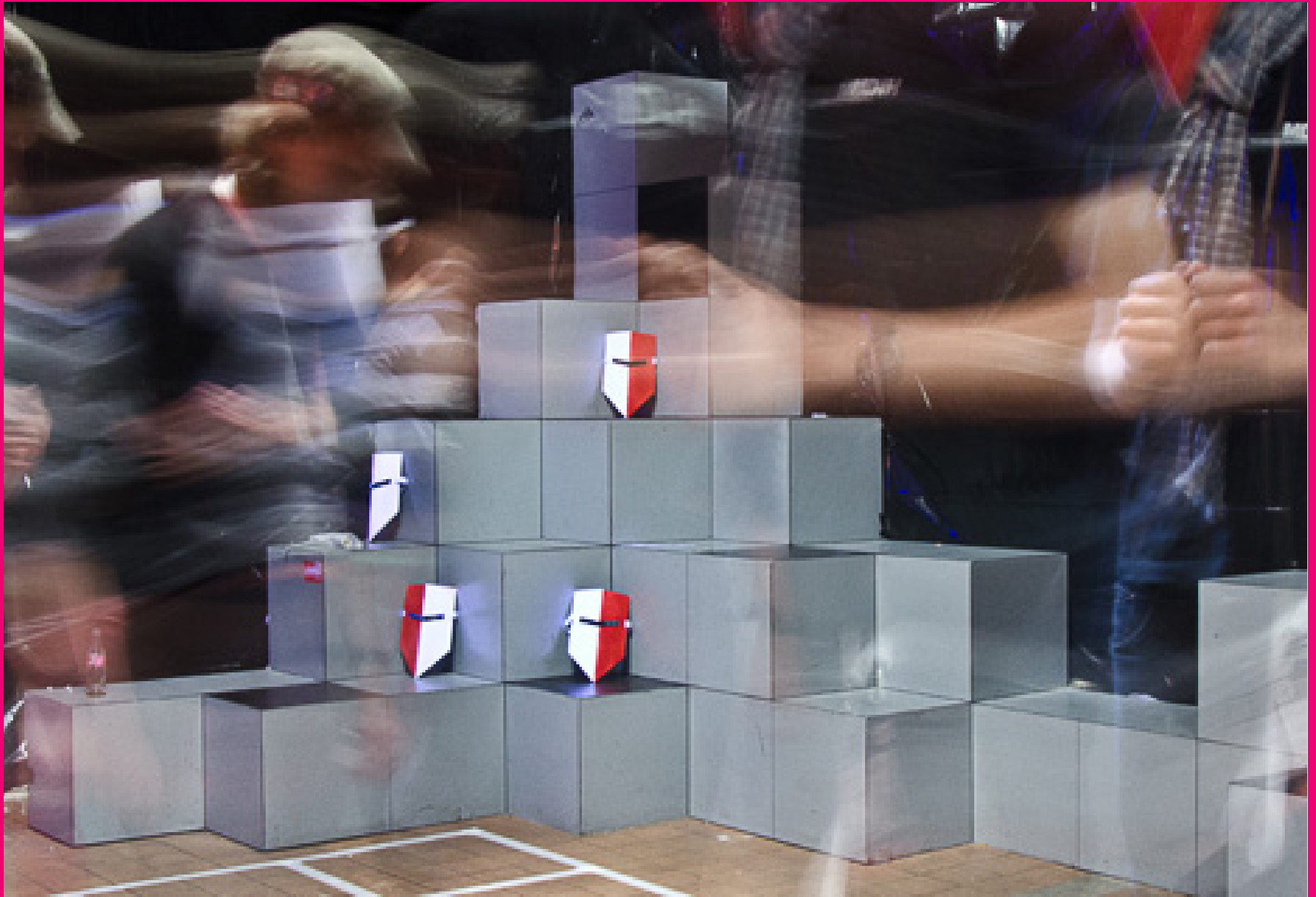


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### The party

The A MAZE. Jump'n'run Party connects public space, games, interactive installations and music. This interactive club concept represents the past, the present and the future of club culture.







## Documentation

The whole festival is photo-and video recorded. The video recordings and the professional photos will be available content for your website or social media platforms.

## Public relation

For the most effective promotion of the festival we use a mix of classical communication channels (Print, radio, TV, outdoor advertising), a broad-based online marketing campaign combined (Online Networks, Games forums and cultural portals).

This results in numerous opportunities for marketing your company: immediate access to attractive, business-related groups and effective communication of the brand identity in cultural context.

## Promotion

### Online Marketing:

Web teaser and banner, facebook, Twitter, facebook event, website

### Print:

2.000 poster & 10000 flyer

Preview and promotion of A MAZE. Indie Connect will occur in cooperation with the partner events of the dgt 13 – Deutsche Gamestage.

Please take a look at the partner event websites:

[www.medienboard.de](http://www.medienboard.de)

[www.deutsche-gamestage.de](http://www.deutsche-gamestage.de)

[www.die-entwicklerkonferenz.de](http://www.die-entwicklerkonferenz.de)

[www.computerspielemuseum.de](http://www.computerspielemuseum.de)

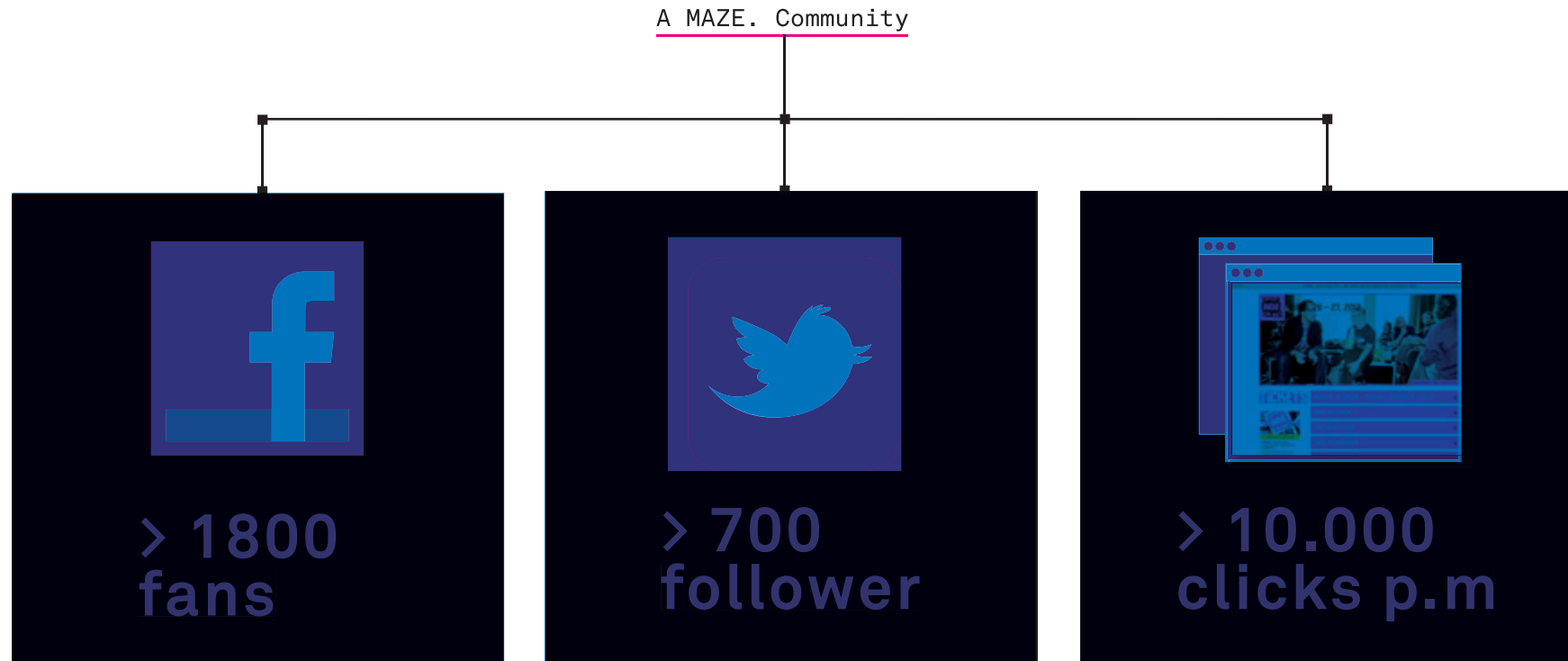




Our audience

**Game designer / Graphic artist /  
Creative industry / DIY community /  
Coder/ Technerds / Musicians /  
Fans / Art and Culture workers /  
Styler / Reseacher/ Hipster /  
Digital natives / Scouts / Artists /  
VCs/ Journalist**





**3.000**

Visitors

**We expect a significant increase of visitors and public perception due to the expansion of the festival.**

## Press – A selection



ZDF, Hyperland



Indie Game Magazine



Coding People



Flux FM



DE:BUG



Breitband

## Sponsorship bundle 1Up\*

750,-€

- 3x Full Access Pass  
(Value of 180€)
- Company logo on flyer
- Company logo on poster
- Company logo in newsletter
- Company logo on event website
- Company logo on programme folder
- Company logo on sponsor loop  
on conference stage

## Sponsorship bundle Walkthrough\*

2.300,- €

In addition to the bottom mentioned services of the sponsorship bundle Walkthrough the entire circumference of the 1 Up is included.

- + 3 Full Access Pass  
(Value of 360€)
- + Lecture (20min) or  
workshop (2h)
- + Company logo in video documentation

## Sponsorship bundle Highscore\*

4.900,- €

In addition to the bottom mentioned services of the sponsorship bundle Highscore the entire circumferences of the 1 Up and Walkthrough are included.

- + 50% off for every add. ticket
- + 6 month company banner on  
event website
- + 5qm exhibiton space
- + highlighted company logo  
presence in the sponsor loop
- + Edited and credited Photo and  
video footage tfor free use

## Sponsorship bundle Godmode\*

9.800,-€

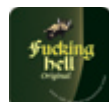
In addition to the bottom mentioned services of the sponsorship bundle Highscore the entire circumferences of the 1 Up, Walkthrough and Highscore are included.

- + 75% off for every add. ticket
- + 5qm exhibiton space (total 10qm)
- + Laudatio optional at festival  
opening or A MAZE. Indie Games  
Award ceremony
- + 6 month company banner on  
event website (total 12 month)
- + 2 Interviews with speakers of  
the festival for your website

\* Subject to change



Our partners & sponsors of the A Maze. Indie Connect Festival 2012



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Games and Playful Media Art Productions

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