



11 July  
RIBA, 66 Portland Place  
London W1B 1AD

# **Leading the Debate on Emergent & Real-World Applications of AI in Games & Serious Games**

**Apply AI Innovations Annual Conference  
Now in Second Year**

## **Media Information 2008**

**NOTE: Deadline for Artwork Submissions – Monday, May 5th 2008**

For more information please call Martine Parry on +44 (0) 845 838 1989  
or email [martine@applygroup.com](mailto:martine@applygroup.com)

All details and costs are correct as of date of this document. This document dated: 9 March, 08

## **Apply AI Innovations Conference**

Launched in 2007, *Apply AI Innovations* is a high quality annual conference, produced by seasoned marketing research, consultancy and event specialist: Apply Group in association with the trade body ANGILS ([www.angils.org](http://www.angils.org)) together with supporting organisations across academia, learning, film, TV and games.

A key source of information and networking for a range of technology buyers and AI practitioners, *Apply AI Innovations* is the only AI showcase event in Europe.

This is the second year and we are building on the community that attended in 2007 from all around the world. This community was primarily developers and budget-holders eager to learn new approaches to complex areas that include: 'behaviour' intelligence and real-time strategy decision-making.

The opportunity for AI in games and serious games grows each year as the platforms and technologies reach wider audiences and the need to complement realistic environments with realistic behaviours has reached a crucial point.

Our keynotes were provided by Peter Molyneux of leading games studio Lionhead Studios and Jenn McNamara of leading games and serious games studio BreakAway. This year we will have similarly impressive thought-leaders and practitioners leading the debate.

Website: [www.applyai.com](http://www.applyai.com)

Apply AI Innovations 2008 will run on Friday 11<sup>th</sup> July, in the same week as the leading Apply Serious Games convention (ASG 2008), enabling many more decision-makers and developers to attend than if it was stand-alone.

### **The schedule for ALL events currently scheduled for the week beginning 7<sup>th</sup> July 2008**

9<sup>th</sup> – 10<sup>th</sup> July: ASG 2008 – the leading serious games convention in Europe runs again in London for the third year. [www.applyseriousgames.com](http://www.applyseriousgames.com)

11<sup>th</sup> July: Apply AI Innovations 2008 – the leading games and serious games AI conference in Europe runs in London for the second year. [www.applyai.com](http://www.applyai.com)

12<sup>th</sup> July: Widgets & Gadgets in Entertainment & Games Bar Camp – an 'un-conference' day of presentations and activity (tbc).

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## **Sponsorship Opportunities**

### **Lead Sponsor - £3,000 + vat (Only 1 available)**

- Place on Apply AI Innovations 2008 Advisory Committee
- 2 x Apply AI Innovations conference pass
- Free company membership of trade body ANGILS ([www.angils.org](http://www.angils.org))
- Sole sponsor of lunch. Programme and collateral mention of sponsor as benefactor
- Corporate logo on signage
- 1/4 page advertisement in programme
- Company's official banner ad on conference web site, with link to corporate home page
- Sponsor's supplied brand merchandising placed in delegate packs
- Enhanced recognition and visibility throughout the conference
- Panel session place
- Enhanced publicity linked to the conference activities

### **Conference Drinks Reception - £3,000 + vat (Only 1 available)**

- Place on Apply AI Innovations 2008 Advisory Committee
- 2 x Apply AI Innovations conference pass
- Free company membership of trade body ANGILS ([www.angils.org](http://www.angils.org))
- Corporate logo on signage
- ¼ page advertising in programme
- Company's logo on conference web site, with link to corporate home page
- Enhanced recognition and visibility throughout the conference
- Enhanced publicity linked to the conference activities
- Sponsor's supplied brand merchandising placed in delegate packs
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**Student Places Sponsor** - £3,000+ vat (Only 1 available)

We will be giving 10 student places away for free.

- Place on Apply AI Innovations 2008 Advisory Committee
- 2 x Apply AI Innovations conference pass
- Free company membership of trade body ANGILS ([www.angils.org](http://www.angils.org))
- Corporate logo on signage
- ¼ page advertising in programme
- Company's logo on conference web site, with link to corporate home page
- Enhanced recognition and visibility throughout the conference
- Enhanced publicity linked to the conference activities
- Sponsor's supplied brand merchandising placed in delegate packs
- Panel session place

**Premium Supporters Club** - £500 + vat

- Corporate logo on signage
- 1 x Apply AI Innovations conference pass
- Company's logo on conference web site
- Corporate logo in conference programme

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# **Apply AI Innovations 2008 Programme Advertising Opportunities**

**Display advertising rates and deadlines** (excl vat at 17.5%)

## **Display Colour**

- o Back cover £2,500
- o Inside back cover £2,000
- o Inside front cover £2,000
- o Double page spread £2,900
- o Full page £1,500
- o Half page £950
- o Quarter page £600

## **Classified Listing in Directory - Rates Mono**

- o Basic single entry (mono, 80 char max) £80
- o Enhanced basic with logo (colour) £150
- o Enhanced basic with logo (colour) and Box £250  
(12 cm width x 5.5 cm hgt)

**Flyer Inserts in Conference Programme** - £80/sheet + vat

Maximum size is A4, normal weight paper.

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## **Mechanical Data**

We accept many forms of digital artwork, and if you do not have the facilities to create your own advertisements our marketing partner will design them to your specifications for a reasonable fee.

We accept artwork in the following formats:

QuarkXpress, Photoshop, Illustrator or PDF, including all fonts and picture files, JPEG, TIFF or EPS (non DCS), plus a colour printout.

*NB:* We do not accept film adverts as we use a CTP printing process.

Pantone colours must be converted to CMYK.

Please save your artwork at the correct size at 300dpi resolution.

### **1. Conference Programme Advertising Sizes**

Full page	trim	297mm x 210mm
	bleed	303mm x 216mm
	type	270mm x 190mm

Half Page	128mm x 190mm
Half Page Vertical	270mm x 90mm
Quarter Page	128mm x 90mm
Eighth Page	58mm x 90mm
Strip Ad	58mm x 190mm

### **2. Classified Sizes**

<i>Column</i>	=	<i>Width</i>
1col		43mm
2col		90mm
3col		129mm
4col		190mm

### **3. Online Banners (only available with sponsorship packages)**

<i>Dimensions (pixels)</i>	<i>Maximum file size (kb)</i>
Horizontal banner 468 x 60	15
Vertical banner 160 x 600	18

**IMPORTANT NOTE: Deadline for all artwork – Monday, May 5<sup>th</sup> 2008**  
**After Monday 28<sup>th</sup> April, no cancellations will be accepted.**

**Mechanical data supply method, order form, media and address to send media available on request.**

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