The new generation is turning eSports into one of the biggest industries on the planet. They spend their free time playing online, watching hours of streamers, pro-gamers and YouTubers, dreaming of following their footsteps.

Most parents are disconnected with this new reality and would like to know more about this universe that plays such an important role in their families.

There is an opportunity to create an engaging event that will educate new players and their parents. It will also provide a safe and fun environment for their first experience in eSports and the world of videogames.
Game On is a festival that blends entertainment, eSports and education to engage fans of all ages and their Families.
One of the main attractions of Game On Festival is an eSports Tournament that is Family Friendly and combines a mainstream gaming tournament with the new Game On League.

Highly engaging exhibitions that celebrate Video Game’s Universe. From its History to their cultural influence in our society, going through the process of making Games, sparking kid’s interest in working in this ever-growing industry.

A new league created for a new generation of gamers and their families. An introduction to the eSports industry similar to what the little leagues are to conventional sports.

Collective and immersive Games, PC Gaming and VR Arenas together to bring the most fun experiences for the whole family.

WHAT MAKES GAME ON UNIQUE

Interactive Exhibition
Highly engaging exhibitions that celebrate Video Game’s Universe. From its History to their cultural influence in our society, going through the process of making Games, sparking kid’s interest in working in this ever-growing industry.

eSPORTS / Game On League
One of the main attractions of Game On Festival is an eSports Tournament that is Family Friendly and combines a mainstream gaming tournament with the new Game On League.

A new league created for a new generation of gamers and their families. An introduction to the eSports industry similar to what the little leagues are to conventional sports.

Entertainment Experiences
Collective and immersive Games, PC Gaming and VR Arenas together to bring the most fun experiences for the whole family.
GAME ON
A new opportunity in eSports Market

eSports Revenue Growth
GLOBAL 2017, 2018, 2021

Total Revenues + 38.2% YoY
$655 Million
$906 Million
$1.65 Billion

Total Revenues + 33.0% YoY
$468 Million
$694 Million
$1.385 Billion

2017
$655 Million

2018
$468 Million
$906 Million

2021
$694 Million
$1.65 Billion

Total Revenues + 27.4% CAGR 2016 - 2021

Brand Investment Revenues
(Media Rights, Advertising, Sponsorship)

Media Rights, Advertising, Sponsorship, Merchandise & Tickets, Game Publisher Fees)

US eSports Viewership Expected to Surpass MLB by 2021

25,000 FT² Exhibition Floor

15,000 FT² Tournament Area

40 Interactive Solutions

3 Weeks per City

A new league of eSports created to kids who want their first experience in competitive gaming.

Copyright © YDX Innovation Corp.
Bringing Gaming Influencers to meet their fans will increase the audience and participation. Consequently, it will attract attention from sponsors.

**INTERACTIVE EXHIBITIONS**
- Interactive Exhibitions
- Local eSports Amateur Competitions
- Arkave VR Gaming Arenas
- PC Gaming Stations
- Individual and Collective Interactive Gamified Experiences
- eSports Coaching overview
- eSports Training
- Meet & Greet with Gaming Digital Influencers
- Top Selected Speakers from Gaming Industry
- Radio and Media Partners streaming podcasts

**LOCAL ESPORTS COMPETITIONS**
Promoting small local competitions will make Amateur Gamers feel like Big Stars and will engage the community around the event, creating the new Game On League.

**PROFESSIONAL GAMERS AND STREAMERS**
Bringing Gaming Influencers to meet their fans will increase the audience and participation. Consequently, it will attract attention from sponsors.

**EDUCATIONAL FUN EXPERIENCES**
Gamified experiences and Interactive Exhibitions to provide better engagement between parents and their kids. Educational, artistic and Fun experiences will awake the kid inside every parent.

**GAMING ARENAS**
PC Gaming Stations, VR Gaming Arenas, Collective Immersive Games and much more to make kids play and have fun!
GENERAL INFORMATION

Duration in each location: 3 Weeks – Opens Wednesday Till Sunday
Estimated Size: 45,000 FT²
Maximum Capacity: 1500 people
Average duration: 2h
Expected Weekend Visitors: 6,000 people/day
Average ticket cost: U$25,00
Funding Type: Sponsorship + Tickets + Food and Beverage + Merchandising
Targeted Audience: Young Adults and Kids – 10 to 20 yo
Families
Serious and Casual Gamers
Global eSports revenue will reach over $900 million in 2018, a year-on-year growth of 38.2%;

Brands will invest $694 million in the eSports industry; 77% of the total market. This will grow to $1.38 billion by 2021, representing 84% of total eSports revenue;

The number of eSports enthusiasts worldwide will reach 165 million in 2018, a year-on-year growth of 15.2%;

The global average annual revenue per eSports enthusiast will be $5.49 this year, up 20% from 2017;

In 2017, there were 588 major eSports events that generated an estimated $59 million in ticket revenue, up from $32 million in 2016.

**GLOBAL NUMBERS**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>7590.5M</td>
</tr>
<tr>
<td>ONLINE POPULATION</td>
<td>3965.9M</td>
</tr>
<tr>
<td>AWARENESS</td>
<td>1586.1M</td>
</tr>
<tr>
<td>ESPORTS ENTHUSIASTS</td>
<td>165.0M</td>
</tr>
<tr>
<td>ESPORTS REVENUES</td>
<td>$905.6M</td>
</tr>
<tr>
<td>ANNUAL REVENUE/ENTHUSIAST</td>
<td>$5.49</td>
</tr>
</tbody>
</table>

Global 2018 Global Esports Market Report - NEWZOO
TOURNAMENT AREA AND THE GAME ON LEAGUE
The eSports Industry is expanding fast. Players are overnight sensations, as popular as rock stars.

There is an opportunity to bring the eSports experience to the new generation so they can live their first contact with the world of competitive gaming.

Game On Festival will host different levels of competition before the festival comes to town and all the finals during the event. The goal is to stimulate local communities and schools to create their local teams, very similar to little league associations and semi-pro tournaments.

Current Tournaments are focused on top players, leaving a great opportunities for brands to make eSports a mainstream popular sports, with families cheering and creating after school programs.

A NEW FORMAT OF ESPORTS TOURNAMENT

The game on Youth League

Main Opportunities

- A Main brand to Name the League;
- Different Gaming Systems: Nintendo Switch, PlayStation, Xbox, PC;
- Partnership with local venues to host tournaments, similar to local gymnasiums and arenas;
- Partnership with Movie Theaters to host qualifiers and different stages of the Tournament;
One of the main attraction, a full stage dedicated to eSports Tournaments of various games.

Two categories of Tournaments. YDX is looking for two main titles, for professional teams and 6 entry level for the Game On League.

Partnerships from broadcasting and streaming companies are necessary to insure that people everywhere will be able to follow the story of the teams, creating new heroes of the internet.
Bringing the most famous players to the festival

Nowadays the biggest dream of the new generation is to meet a famous gamer or YouTuber. Through specific sponsorship it will be possible to bring professional players and YouTubers and allow some lucky guests to play with them.

OPPORTUNITIES

- BRANDS CAN SUPPORT FAMOUS GAMERS AND BRING THEM TO THE FESTIVAL;
- MEET AND GREET;
- ONLINE POSTS AND SPECIAL VIDEOS;
INTERACTIVE EXHIBITIONS

ENGAGING EXPERIENCES FOR THE WHOLE FAMILY
THE CONCEPT
A fantastic interactive journey inside the world of videogames.

Game On Festival is a temporary entertainment event that celebrates the video game universe. A fusion of culture, entertainment and fun through Interactive Exhibits, Game Arenas, eSports competition, high impact collective experiences, among other fun activities.
EXHIBITION INFORMATION

01. DIGITALIZATION ROOM:
The lobby of the event is designed as a Lab mixed with a Science Fiction movie set. Each cabin represents with a scanning machine that digitalize people.

02. BYTES TUNNEL:
After "scanned", visitors are transported through the Bytes tunnel that where they are led to the Core Station.

03. CORE STATION:
The visitors arrive at central lobby called CORE STATION, where you can choose which way to go.

04. MEMORY ROOM:
Area of experience dedicated on telling the story of video games, from its creation in research laboratories, all the way of home consoles and VR.

05. ART STATION:
Area that will show the importance of the Games industry outside consoles and Arcades. Different art expressions that have appropriated icons of the games, music, fashion and culture.

06. WORK STATION:
Created to inspire the new generation to work in this booming industry, this experience session dedicated to teach how video games are made. In this area, visitors will be able to learn basics on coding, design and storytelling.

07. PLAYERS STATION:
Area of the event dedicated to various types of games. The main attraction is a full arena of eSports. Also has several interactive playgrounds, immersive interactive games, augmented reality games and Arenas of Arkave VR.
GAME ON
TEAM
YDX INNOVATION
For the past 15 years, YDX Innovation has been responsible for over 1,500 interactive projects worldwide for brands like Coca-Cola, Disney, Qualcomm, Cisco, Nike, and many others.

YDX is one of the most experienced companies in the world in the field of immersive design, Virtual and Augmented Reality. Have designed several museums and exhibitions.

PULLEDIN
Anne-Marie handles relationships and logistics. She's an award-winning producer, speaker, and co-founder of Pulledin. She is widely considered a specialist in the VR/MR/AR market segment.

Cameron handles publishing and live production. He's an experienced commercial producer and content market specialist with a long history of live and film production. A natural community builder and the co-founder of Pulledin.

We are a content-driven event production company that brings a wide array of live and film production skill.
YUMEBAU / WILSON TANG
Wilson is founder and CEO of Yumebau Inc., a "Cultural Augmentation" company based in Vancouver Canada dedicated to creating the most immersive social AR/VR mobile experiences with the power to change the way people learn, play & socialize.

Wilson was one of the founding members of Kabam Vancouver where his games has been downloaded more than 200m+ times, earning Editor’s Choice in 100+ countries and revenues of usd$300 million+. Prior to Kabam Wilson was the Senior Art Director/Creative Director at Electronic Arts/Blackbox where he oversaw the art direction and marketing of Need for Speed as well as the creative development of original IP’s.

GARY FEARNALL
Gary Fearnall has spent over twenty years leading businesses in Financial Technology, Social Media, Ecommerce and Online Advertising. He is a strong team builder with a passion for bringing innovative solutions to market to address consumer interests and business challenges. He has held roles including Country Manager, Director and VP at many media and technology companies including Cineplex Entertainment, Bell, LinkedIn and Rogers. He has led sales and development of digital download and ecommerce capabilities, content marketing and digital advertising/streaming initiatives that drove significant revenue and audience engagement.
GAME ON
SPONSORSHIP
SPONSORSHIP AND INVESTMENT OPPORTUNITIES

Game On Festival is a large scale event and is looking for investment, directly or through sponsorship.

There are several opportunities for brands to get involved and take advantage of the high visibility of the event.

OPPORTUNITIES

- Sponsorship and Branded Name for each area;
- Broadcasting Official Channel;
- Game On League Brand Supporter;
- Store Operator;
- Game Titles to Exemplify each Era;
- Game Title for Playground;
- Game Title for AR Variation;
- Tournament Hosting Platform;
- Food and Beverage Operator.
THE POWER OF DIGITAL INFLUENCERS

Gamers have become the real stars of social media. No other niche has grown so immensely with the age of social media than the field of gaming.

Supported by social media like YouTube and the live-streaming platform Twitch, the numbers of gaming channels boomed. No wonder that brands recognized the potential that these gaming influencers bring with them.

YouTube and Twitch sponsorships are becoming an integral part of any meaningful video-game-marketing campaign due to a massive following by engaged audiences.

The growth and popularity of the eSports industry have increased the popularity of eSports influencers as well.

Because of their expertise and success in the gaming industry, these influencers have huge numbers of followers on social media. The top 10 Gaming Digital Influencers together gather more than 220M people reach.
GAME ON CONCEPT ART
THE INSPIRATION
CONCEPTUAL LAYOUT
Not Final Design
MEMORY ROOM
Not Final Design
PITFALL CHALLENGE
Not Final Design
AR SPACE INVADERS BATTLE
Not Final Design
VR PAC MAN MAZE
Not Final Design
ARKAVE VR

Several arenas will be installed as side attractions to the public.

Arkave VR is multiplayer, full body, free roam Virtual Reality gaming platform developed by YDX Global.
GAME OVER STORE

Before leaving the event, visitors pass by the store and can bring home gifts and souvenirs to remember the experience.

There is opportunity for sponsorship or partnership to operate the Game Over Store.