



Trade Mission to Game Connection & GDC 2014
San Francisco, USA
March 17th – 21st, 2014

Join the Atlantic Canadian delegation and discover business opportunities in San Francisco at the Game Developer's Conference (GDC). Under the International Business Development Agreement (IBDA), NATI is recruiting Atlantic Canadian companies to participate in the pan-Atlantic business mission to San Francisco during the world's largest conference, exhibit and business to business meeting event for the gaming industry: GDC 2014.

As a participant of the delegation, companies will be provided with services of approximately \$9K in value that include:

- Access to dedicated meeting space and private accounts within the Game Connection online meeting application.
- Full access to the GDC Conference and Exhibit Hall (This includes access to all keynotes, educational sessions, networking events for one company representative).
- An in-market consultant to assist companies in arranging business to business meetings, and to ensure participating companies get the most out of GDC 2014.
- Entry into several Canada events including:
 - Access to the DFATD Canada Business Lounge
 - Invitations to the Canadian Reception and networking events
 - Technology Accelerator (CTA) Facilities Tour with the C100 & DFATD
 - Other VIP events and networking opportunities surrounding the conference

The participation fee per company is \$1800.00. Participants are responsible for all travel costs, including round trip airfare, accommodation and meals. Eligible companies may be able to apply for additional support for travel costs through their respective provincial government programs, where applicable.

For more information and to apply, please contact:

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The deadline to apply is **January 21st, 2014.**



Newfoundland & Labrador Association of
TECHNOLOGY INDUSTRIES

What Is the IBDA?

The Canada-Atlantic Provinces Agreement on International Business Development strives to help Atlantic Canadian entities enter, explore and succeed in international markets. The IBDA is the leading component of a pan-Atlantic effort to foster economic relations, attract foreign investment and nurture technological co-operation, to feature the benefits of doing business with Atlantic Canada.

The Canada-Atlantic Provinces Agreement on International Business Development (IBDA) strives to increase international business activities in Atlantic Canada by funding projects designed to help small and medium-sized companies explore, enter and succeed in international markets. The funding of the Agreement is cost-shared between the federal government (70%) and the four Atlantic provincial governments (30%).

The IBDA helps Atlantic Canada's companies explore markets near and far and successfully compete in the demanding global marketplace, which helps create a sustainable economy for the region.

Through the IBDA, the federal and Atlantic provincial governments have built a successful partnership that enables the Atlantic region to pool resources and move forward with a coordinated, strategic approach. This collaboration helps Atlantic Canadian businesses benefit from a wide variety of activities aimed at expanding international business opportunities.

GDC 2014 – Game Developer's Conference, March 17th – 21st, 2014 San Francisco USA

The Game Developers Conference (GDC) is the world's largest professionals-only game industry event. Presented every spring in San Francisco, GDC is the essential forum for learning, inspiration, and networking for the creators of computer, console, handheld, mobile, and online games.

GDC annually attracts over 23,000 attendees, and is the primary forum where programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games gather to exchange ideas and shape the future of the industry.

GDC features more than 400 lectures, panels, tutorials and roundtable discussions covering all aspects of the game business. The week-long event also features the GDC Expo and Career Pavilion, GDC Tutorials and Summits, the Game Career Seminar, the Independent Games Festival (IGF), and the Game Developers Choice Awards.

<http://www.gdconf.com>

Game Connection 2014 – Concurrent with GDC, March 17th - 19th, 2014 San Francisco, USA

THE business meeting solution for the video game industry, Game Connection runs concurrent with GDC and is the premiere venue to meet key players face-to-face from every stage of the production pipeline, including: finance, development, publishing, distribution and outsourcing. 90% of participating companies close direct business at Game Connection, where exhibitors average 10 meetings per day. Almost 60 countries and over 1,640 attendees will be at Game Connection @ GDC 2014. From publishers to developers, from investors to middleware providers, the industry's key players will all be in San Francisco in March. Game Connection is where the business of gaming is done at GDC!

<http://www.game-connection.com/gameconn/content/gameconnection-america>