



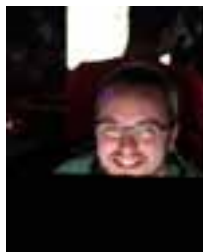
epic.LAN

Commercial Opportunities



A unique opportunity to present your products and services to a keen market of high-end software and product consumers at a series of physical events.





Welcome to epic.LAN

epic.LAN is one of the fastest-growing and most exciting LAN gaming events in the UK.

The team behind the events has over seven years of experience running gaming related events all over the country including LAN parties, exhibitions, tournaments and product launches.

epic.LAN is currently seeking to develop commercial partnerships with organisations within associated industries in order to both develop our events and to give opportunities to organisations to demonstrate their products and services to this growing market in the UK.



The Team

epic.LAN is made up entirely of volunteer staff, their sole aim is to provide fun, yet professionally managed gaming events for their participants.

The team behind epic.LAN are all gamers themselves, you'll regularly see us playing online in public servers as well as attending other LAN events in the UK and even elsewhere in the world. Because we are all gamers ourselves we understand what people want when they go to a LAN event and we aim to deliver those expectations.

Members of the team have also been involved in a range of other LAN organisations and gaming events around the UK.

Outside of the LAN events, the team members work in a wide range of industries bringing vast expertise into running the events.



Our Events



Three extremely successful epic.LAN events have now been operated by the team with around 100 participants attending each event.

The aim of our events is to provide a fun gaming event but with a festival atmosphere, we provide a wide range of activities for our customers to enjoy which do not just involve gaming at a computer.



Simple touches like atmospheric lighting, background music and social activities such as our pub quiz, puzzle-hunt and large-scale meals all enhance the experience for our participants.

Online Presence



Our main online hub is located at www.epiclan.co.uk, the main focus of this site is to provide information on our event series.

We are currently expanding functionality to the site to include industry news and reviews as well as coverage of other gaming related events (for example recent coverage of DreamHack, the world's biggest digital festival).

Since its launch in December 2008, the site has received 46,114 visits, 189,358 views of which 9,622 are derived from unique users.

2010 Events

In 2010 epic.LAN moved to Uttoxeter Racecourse in Staffordshire, UK. The new venue opens up many opportunities for the event series including considerable space for expansion in terms of participants, but also allows us to expand the space available for commercial activities such as exhibitors and product demonstrators.

The maximum capacity for participants at the new venue will be in the region of 400 which would also allow for comfortable commercial space.

After over one year under the new epic.LAN brand we have assembled many ideas and now, with the right venue, the organisation is in a prime position to grow.



Social Networking & Community Development

epic.LAN is working hard to develop its online and of-line communities in between the events.

The community forums (forums.epiclan.co.uk) have over 250 registered users with a wide range of topics under discussion.

epic.LAN also operates spaces in the following social sites:

- Youtube
- Twitter
- X-Fire
- Facebook



Opportunities Available

epic.LAN aims to attract commercial partner involvement through extremely low-cost opportunities, some of which are detailed below. Our team will discuss your various options and pricing packages to create a cost-effective arrangement for you which will also provide growth opportunities for the epic.LAN events. To find out more about any of these options, or to create a bespoke solution, contact us at enquiries@epiclan.co.uk.

Online Activities

Our online activities are constantly growing and with our plans to expand our web content into a wider news and reviews site as well as building up our online community activities, we anticipate further growth in 2010.

Website Advertising

Space is available on the epic.LAN website for a range of web advertising formats, we do not have a current rate card as we prefer to discuss opportunities with each potential partner.

Examples of existing placements can be viewed at www.epiclan.co.uk

Competitions & Sponsorship

In between events we run a range of online activities including our popular puzzle-hunt type games as well as online gaming events. Potential partners may wish to consider supporting such an event through the provision of prizes for winners of these online events or financial/in-kind support in order to run future events.

One particular area to consider would be our weekly games nights where we aim to gather as many community members into a particular game, these nights to date have been extremely popular with servers full to maximum capacity.

eNews

epic.LAN runs a monthly eNewsletter which currently holds around 250 subscribers. Opportunities exist for inclusion of both editorial and advertorial in this format.



Event Activities



Exhibition Space

Indoor and outdoor space is available at our main gaming events which currently attract 100-200 participants and spectators over a 4-day period. Space can be utilised for retail, product demonstrations, beta-testing or general display, rates are negotiable.



Display Space / Flyers / Promotional Items

We recognise that the commitment required to attend and event for up to four days is often demanding on staff and resources. Therefore we have the option for your organisation to send display materials to the event such as banners, posters, flyers or promotional merchandise which will be made available to the event customers.



Market Research

LAN events give organisations the opportunity to gather data from a highly captive audience over a number of days. In the past, events have been used to gather both consumer and academic data as well as product testing information.



Whole Event Sponsorship

Opportunities exist for organisations to associate their brand with the entire epic.LAN event as part of a sponsorship package on a larger scale. Example contributions could involve financial support, or major equipment contribution (e.g. network hardware) without which the event would not be able to proceed.



Aspect Sponsorship

Many smaller aspects of the event could also be associated with your brand, including our mini fun events such as puzzle hunts, pub quiz, photography & video contests, opening ceremony/AV display, raffle and more. Alternatively your organisation could sponsor a particular physical area of the event such as our Console Area.



Tournament Sponsorship

An area for growth with epic.LAN is our gaming tournaments. We run a number of small-scale tournaments during our events on a variety of current and classic PC and console games, however we are hoping to increase the profile of our tournaments through improved prize pots both in terms of cash prizes and also software/hardware prizes.



epic gaming Ltd.

7 Rossett Grove, Packmoor, Stoke-on-Trent. ST66XJ

Tel: 07790 796498 Email: enquiries@epiclan.co.uk

www.epiclan.co.uk