



ESI NEW YORK

27 - 28 APRIL 2020

**The International Esports Conference &
Exhibition in New York City**

#ESINYC

APRIL 2019 | TRIBECA ROOFTOP

#ESINYC

ESI ESPORTS
INSIDER

ESI NEW YORK 2020

ESI New York is focused on networking and business development in and around esports. Held over **27-28th April 2020** the event provides everything you need to learn from the best, discuss your projects and find the right partners.

VENUE:

etc.venues 360 Madison, Manhattan

WHY ATTEND:

- 350+ delegates
- 40+ leading industry speakers
- 12+ sessions, workshops and panel discussions
- One on one matchmaking opportunities
- The Clutch USA - Live pitch competition
- 2 extravagant networking events

WHAT'S HAPPENING:

- Two days of engaging & educational content
- First-class networking opportunities
- The Clutch USA, a pitch investment competition
- ESI Hall of Fame 2020

EXHIBITION & NETWORKING:

There'll be an exhibition and networking zone open for the duration of the event. Catering throughout the day and networking drinks in the evenings followed by our official ESI New York after party. Opportunities for product and sponsored content display all throughout.

Event Website:

<https://esportsinsider.com/esi-new-york>

ESI NEW YORK 2020

ESI New York is *the* international esports business conference and exhibition.

We'll be providing two days of industry leading content and networking. Our tracks are designed to educate, spark creativity and debate for those embedded in the industry and those outside. ESI New York will provide the perfect opportunity to forge new business relationships.

#ESINYC will be the ultimate industry showcase.

Day One - ESI New York Conference Day 1, The Clutch USA and the ESI Hall of Fame 2020

Day Two - ESI New York Conference Day 2 and Closing Party

WHY ATTEND?

- Our second installment of **#ESINYC** will see 350+ delegates from across the esports industry and game development landscape along with tech and leading brands, firms & agencies of all shapes and sizes, including VC funds and family houses keen to find their next investment or merger.
- 40+ leading industry speakers will bring top tier quality and prestige to the event and its partners for the benefit of the delegates.
- Through the sessions we're looking to cross match industry expertise with up-and-comers in all domains from academia, tech, development, investment, gaming and esports.
- Networking, business development, education, great food and drinks, brought to you in the city that never sleeps.





ESI HALL OF FAME 2020

- A part of our ESI NYC 2020 conference
- Up to 300 guests
- ESI Hall of Fame awards evening on Monday 27th April
- Networking party with food and drinks included

This is the *third iteration of the **Esports Insider Hall of Fame*** which we created to recognise and award those individuals who have built, moulded and continue to shape the esports industry.

As the key focus of the evening's affairs on the opening day of our ESI NYC conference, our US flagship event, we will host the year's edition of the ESI Hall of Fame. This enables us to ensure the attendance of key stakeholders from in & around the industry to be there to celebrate our 2020 inductees.

The class of 2020, which as ever will be comprised of three new members, will be announced on the night!

ESI Hall of Fame Class of 2018 - [Official Video](#)

Michal 'CARMAC' Blicharz, Jason '1' Lake & Chris Puckett

ESI Hall of Fame Class of 2019 - [Official Video](#)

Hector 'H3CZ' Rodriguez, Heather 'sapphiRe' Garozzo & Marcus 'djWHEAT' Graham

ESI 'THE CLUTCH' 2020

'The Clutch' returns in 2020, this time we're bringing it to the land of opportunity! This April at ESI New York up to 10 start-ups will have the chance to pitch their business' to an elite panel of industry investors.

'The Clutch', is an esports focused pitch competition, where keen entrepreneurs and companies can seek investment and guidance from our panel of international investors and experts.

We held the first iteration of The Clutch - Presented by Esports Global Fund at ESI London 2019.

With judges; David Martin (Esports Global Fund), Amit Jain (Rewired.GG), Spike Laurie (Hiro Capital), Helen Gammons (HSBC Private Bank) & Malte Barth (Bitkraft Ventures). With G-Science emerging as winners of 'The Clutch' 2019.

ABOUT THE CLUTCH

Are you an esports-related start up in need of funding and/or mentorship?

Are you an investor or VC group with an interest in tapping into the fast growing esports industry?

We are launching the first 'The Clutch' live as a part of our flagship conference – ESI London.

This is focused on connecting esports focused startups with vast potential, to those who can provide funding, mentorship, business strategy/connections and ultimately help to take them to the next level.

In turn, this is aimed at helping to grow and professionalise the wider industry.



WHO ATTENDS ESI EVENTS

GAME DEVELOPERS AND PUBLISHERS



MEDIA



SUPPLIERS AND OTHER



Note: These companies have attended at least one ESI event during 2018-19

WHO ATTENDS ESI EVENTS

TOURNAMENT OPERATORS



ESPORTS TEAMS



BRANDS



Note: These companies have attended at least one ESI event during 2018-19

TESTIMONIALS

The logo for GRID, featuring the word "GRID" in a bold, black, sans-serif font, with a small rectangular box underneath it.

"ESI London deserves to be recognised as the number one esports business conference globally. We had a number of excellent and productive meetings, the venue was first class, and, as a partner, we were treated brilliantly across the three days as always with Esports Insider events too, the agenda and speakers were excellent, engaging and thought provoking.

We look forward to the 2020 events, and how ESI continues to capture the most relevant trends in the esports industry"

MORITZ MAURER

CEO
GRID

The logo for REWired, featuring the word "REWired" in a bold, black, sans-serif font, with a stylized orange and grey graphic element to the right.

"ESI London was a fantastic event; everything from the quality of the speakers, to the venue, and the ample networking opportunities with stakeholders from across the industry, not to mention the attendance of mainstream media, brands, and notable companies from outside the esports space made it time well spent.

It was a testament to the growing industry that is esports, and I look forward to the 2020 edition of both ESI London and The Clutch!"

AMIT JAIN

CEO
Rewired.GG

The logo for COMPLEXITY, featuring a stylized red and grey graphic element above the word "COMPLEXITY" in a bold, black, sans-serif font.

"I really enjoyed my time at ESI London. In addition to some informative expert panels, it was a great networking opportunity.
I hope to return again next year!"

JASON LAKE

CEO
Complexity Gaming

TESTIMONIALS



“Thank you to the ESI team for giving us the opportunity to speak at ESI Birmingham. It was a fantastic event providing an invaluable amount of insight on esports, which is testament to the strength of ESI's relationships within the esports industry. We are looking forward to the next event already!”

PWC



“I’ve really enjoyed my time at ESI London – it’s been an amazing mix of productive networking, interesting and insightful panel discussions with respected speakers as well as fantastic evening events.”

ROMAN DVORYANKIN

General Manager
Virtus.pro



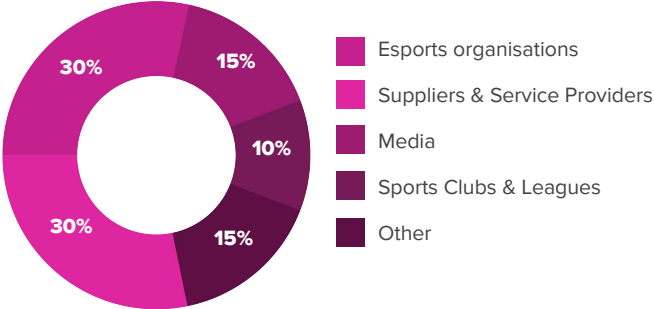
“We feel that it's really important to keep educating people, brands and agencies on esports. ESI creates the right environment and brings the relevant person to the table to achieve exactly that; I'm looking forward to be part of their events for the years to come!”

NICOLAS MAURER

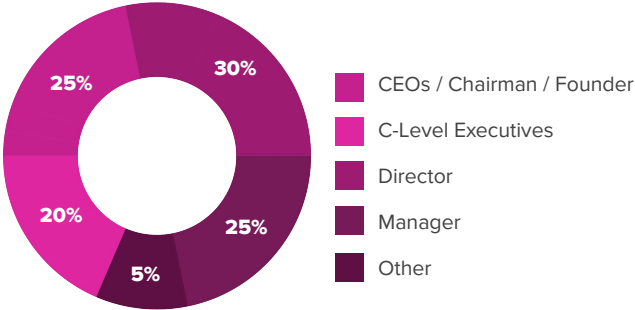
CEO
Team Vitality

DELEGATE DEMOGRAPHICS

Who Attends?



Job Titles



400+
Delegates



20+
Brands



30+
Countries
Represented

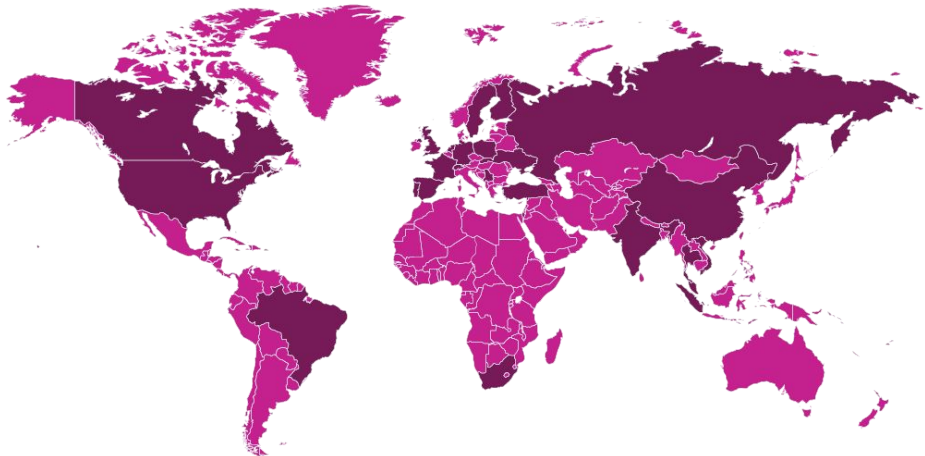


50
World-class
Speakers



30+
Teams &
Organisations
Represented

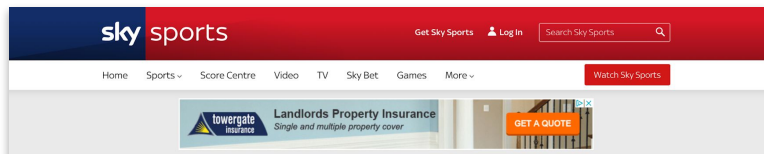
Countries Represented



Brasil	Finland	Gibraltar	Israel	Netherlands	Portugal	Singapore	Spain	Thailand	Ukraine
Canada	France	Hong Kong	Malaysia	Philippines	Russia	Slovakia	Sweden	Turkey	USA
China	Germany	India	Malta	Poland	Serbia	South Africa	Switzerland	UK	Vietnam

ESI MEDIA COVERAGE

We have been covered across a variety of media outlets including the BBC, Mail Online, ESPN, Forbes, and Sky Sports News...



eSports News

Home News Video eSports on Ginx Experts LOL CS:GO FIFA

ESI London: Top three panels you won't want to miss

By Yinsu Collins
Last Updated: 31/08/19 10:47am



ESI's James Dean at a previous ESI event. (Credit: ESI)

Esports Insider's highly anticipated business forum will be taking place on September 16-17 at Twickenham Stadium.

With more than 100 industry-leading speakers already confirmed for the event, the conference will feature top executives such as Esports Team



Videos

- ESL Major joy for Virtus Pro's Solo
- Sheever discusses Dota 2 Major
- Brandby IF win FIFA eClub World Cup
- FIFA eClub World Cup Final Highlights
- The F1 Esports Series

gamesindustry.biz



Esports investment: Building resilience in a volatile space

New Wave Esports CEO Daniel Mitre on the glamour of teams versus the sustainability of platforms



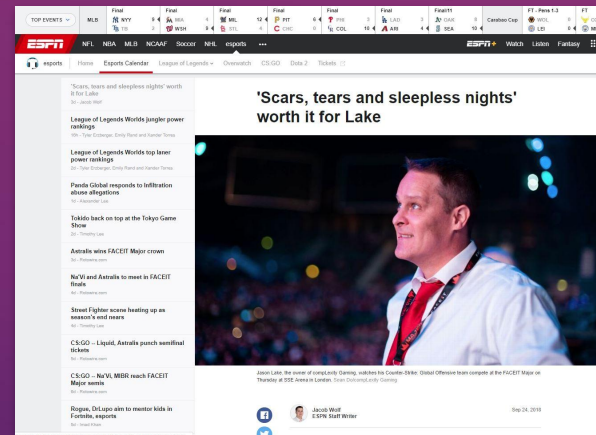
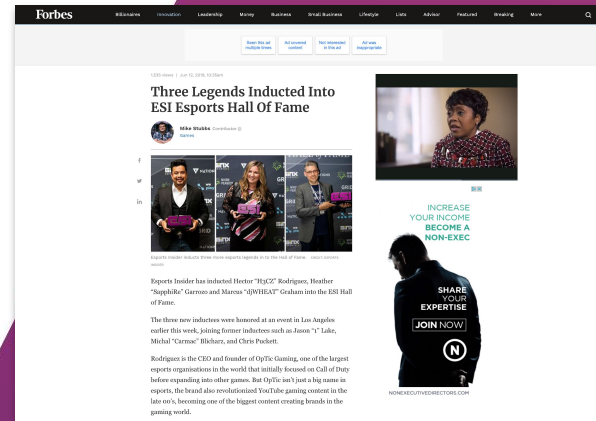
Haydn Taylor
Senior Staff Writer
Friday 20th September 2019

SHARE THIS ARTICLE

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When it comes to esports investment, the wide end of the money funnel is overflowing with cash. According to the latest Goldman Sachs' esports report, investment in the sector increased 90% year-on-year in 2018, growing to \$1.4 billion.

Every year the League of Legends World Championship continues to break its own records and, despite getting off to a somewhat rocky start, the competitive Fortnite scene has seen a much stronger performance this year, with high engagement and plenty of headlines.



PREVIOUS SPEAKERS AT ESI EVENTS



JAMES DEAN
MD,
ESL UK



ADAM SAVINSON
Head of Esports,
Win Technologies Betway



PATRICK MAHONEY
CEO
We Are Nations Inc



ERIK ANDERSON
Head of Esports
FaZe Clan



PATRIK SÄTTERMON
Co-owner,
Fnatic



SCOTT GILLINGHAM
Esports Lead,
Intel UK



ALBAN DECHELOTTE
Head of Sponsorship &
Biz Dev EU Esport
Riot Games



JASON '1' LAKE
CEO, Complexity
Gaming



MIGUEL PACHECO
International Business
Development Manager
Celtic FC



CHRISTIAN FUCHS
Founder, NoFuchsGiven



BEN GREENSTONE
Private Secretary, DCMS



OSKAR FROBERG
CEO & Co-Founder,
Abios



KIRSTY ENDFIELD
Founder
Swipe Right PR



MALTE BARTH
Founding Partner
BITKRAFT



CHARLIE ALLEN
Director & Global Brand
Partnerships
ESL



SOPHIA METZ
CEO
Meltdown



MORITZ MAURER
CEO,
GRID



ANNA BAUMANN
MD,
Rogue



SPONSORSHIP



HEADLINE SPONSOR

AVAILABLE UPON REQUEST

- Key Placement on signage inside and outside venue as Headline Sponsor
- Sponsor designation across organiser material, wall posters, event website, official videos, social media, mentions in PRs etc. pre, during and post event
- 2 full page advert in the printed official event program
- Logos and branding displayed in key traffic areas on large banners and available digital screens around the venue
- Branding within the main session and panel room. Option to for promotional materials (video on screen and leaflets on tables) during networking lunch
- X2 exclusive features with sponsor before event to be published on www.esportsinsider.com
- X1 dedicated mailer out to ESI NYC attendee list
- **Includes x4 tickets to ESI NYC**

GOLD & SILVER SPONSORSHIP

AVAILABLE UPON REQUEST

- Prominent signage throughout the venue as a lead event sponsor
- Sponsor designation on organiser material, wall posters, event website, official videos, the official event app
- 2 full page advert in the printed official event programme
- Logos and branding displayed in key traffic areas on large banners and available screens around the venue
- Branding throughout the venue
- Exclusive interview with sponsor before event to be published on www.esportsinsider.com
- Sponsor credit on material before and after the event
- LinkedIn, Facebook Page and Twitter mentions that will reach 17,000+ users
- Multiple mailer mentions in lead up to and post-event to all attendees and Esports Insider newsletter subscribers



ESI NEW YORK REGISTRATION

HEADLINE SPONSOR



SPONSORS



MEDIA PARTNERS



PREMIUM SPONSOR

AVAILABLE UPON REQUEST

- Premium sponsor designation on organiser material, wall posters, event website, official videos, official event program etc.
- Logos and branding displayed in key traffic areas on large banners and available screens around the venue
- Branding within the main session and panel rooms
- Sponsor credit on material before and after the event
- Option for interview with sponsor before event to be published on www.esportsinsider.com

STANDARD SPONSOR

AVAILABLE UPON REQUEST

Package includes:

- Editorials & press releases published pre-event on Esports Insider and various gaming media partner portals
- Sponsor profile pre-event published on www.esportsinsider.com and shared on social media
- Branding and mention on www.esportsinsider.com
- Multiple mailer mentions in lead up and post event to all attendees and esports insider newsletter subscribers
- LinkedIn, Facebook Page and Twitter mentions that will reach 17,000+ users
- Company logo and sponsorship recognition on material, signage and sponsor walls / banners within venue
- Company logo recognition in the official event programme

SPONSORS

GRID

betradar
driven by facts

pwc

ESL



ESDA SPORTS

Idcand

MEDIA PART





#ESINYC

SPEAKER OPPORTUNITY

AVAILABLE UPON REQUEST

- Option to participate in one of the main panels or round-tables as a speaker
- Topic to be discussed with ESI editorial staff pre-event
- Speaker interview to be published on www.esportsinsider.com
- Speaker and sessions to be profiled on Esports Insider website and news portal, and featured in official event programme

KEYNOTE OPPORTUNITY

AVAILABLE UPON REQUEST

- Opportunity to have your own session, you can take this on yourself or select (with agreement from ESI) the speakers
- Topic to be discussed with ESI editorial staff pre-event - This can be in the form of a presentation or your own panel
- Speaker interview to be published on www.EsportsInsider.com
- Speaker and sessions to be profiled on Esports Insider website and news portal, and featured in official event program
- Video to be created of the session, used in post-event promotions and as a Keynote Speaker you'll have the option to form a major part of the main ESI NYC video



≡ ESPORTS INSIDER ≡

HALL *of* FAME

27 APRIL 2020 | NEW YORK CITY

HALL OF FAME PRESENTING PARTNER

AVAILABLE UPON REQUEST

- Official Headliner mention of the ESI Hall of Fame Awards in 2020
- Listed on Hall of Fame site page as key Presenting Partner for 2020
- Listed on Hall of Fame page on Esportsinsider.com with logo and text to support the Official Partnership
- Your logo displayed prominently during the Hall of Fame Awards ceremony
- Your logo will appear as the presenting partner on each Hall of Fame video
- You will get recognition as a premium sponsor from the evening host, and your branding will be visible on signage present at venue, and on screens, which includes option to run company videos as well
- Your own dedicated VIP Table and area
- In the aftermath of the ESI HoF 2020 ceremony (**and for a 12 month period**), you will have prominent branding in the dedicated section on Esportsinsider.com which will remain both prominent and active henceforth. We will also create extensive content, both video and editorial, with the Hall of Famers in which your brand will be similarly prominent and visible. These will be shared and re-shared on an ongoing basis.
- Your brand will also receive significant exposure across social media, we will be promoting the hashtag #ESIHOFF and can naturally include your brand in mentions

<https://esportsinsider.com/esi-hall-of-fame-2020/>



HALL OF FAME KEY PARTNER

AVAILABLE UPON REQUEST

- Premium Hall of Fame and party sponsor mention at the ESI Hall of Fame Awards 2020
- You will get recognition as a premium sponsor from the evening host. One of a maximum of three such sponsors.
- You will have branding around the venue on banners and screens, which includes option to run company videos as well
- In the aftermath of the ESI HoF 2020 ceremony (**and for a 12 month period**), you will have branding in the dedicated section on Esportsinsider.com which will remain both prominent and active henceforth. We will also create extensive content, both video and editorial, with the Hall of Famers in which your brand will be similarly prominent and visible. These will be shared and re-shared on an ongoing basis.
- Your brand will also receive significant exposure across social media, we will be promoting the hashtag #ESIHOF and can naturally include your brand in mentions.





THE CLUTCH SPONSOR



THE CLUTCH PRESENTING PARTNER

AVAILABLE UPON REQUEST

- Official headliner mention of the 'The Clutch presented by **'YOU'**,
- Listed on the ESI New York site page as key presenting partner for 'The Clutch'
- Listed on The Clutch page on esportsinsider.com with logo and text to support the Official Partnership
- Your logo displayed prominently during the The Clutch
- Your logo will appear as the presenting partner on the video (produced by GINX Esports TV)
- You will get recognition as presenting partner from the 'The Clutch' host, and your branding will be visible on signage present at venue, and on screens
- Opportunity to do a short opening presentation about your company or the option to show a video prior to 'The Clutch'



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Get social

