



► What is seriousgamesindustry.com?

Seriousgamesindustry.com is the destination site for the business of gamification and serious gaming allowing Corporations and service Providers to :

- Save time with a centralised news feed and a weekly international newsletter
- Benefit from in-depth articles and exclusive interviews from international market leaders
- Access Members case studies demonstrating usage of serious gaming and gamification
- Post or answer calls for tender from other members to develop your business
- Research our directory enabling you to identify and contact potential clients or service providers

► Why join us now?

We believe that the current growth of the gamification and serious gaming market is about to accelerate for the following reasons:

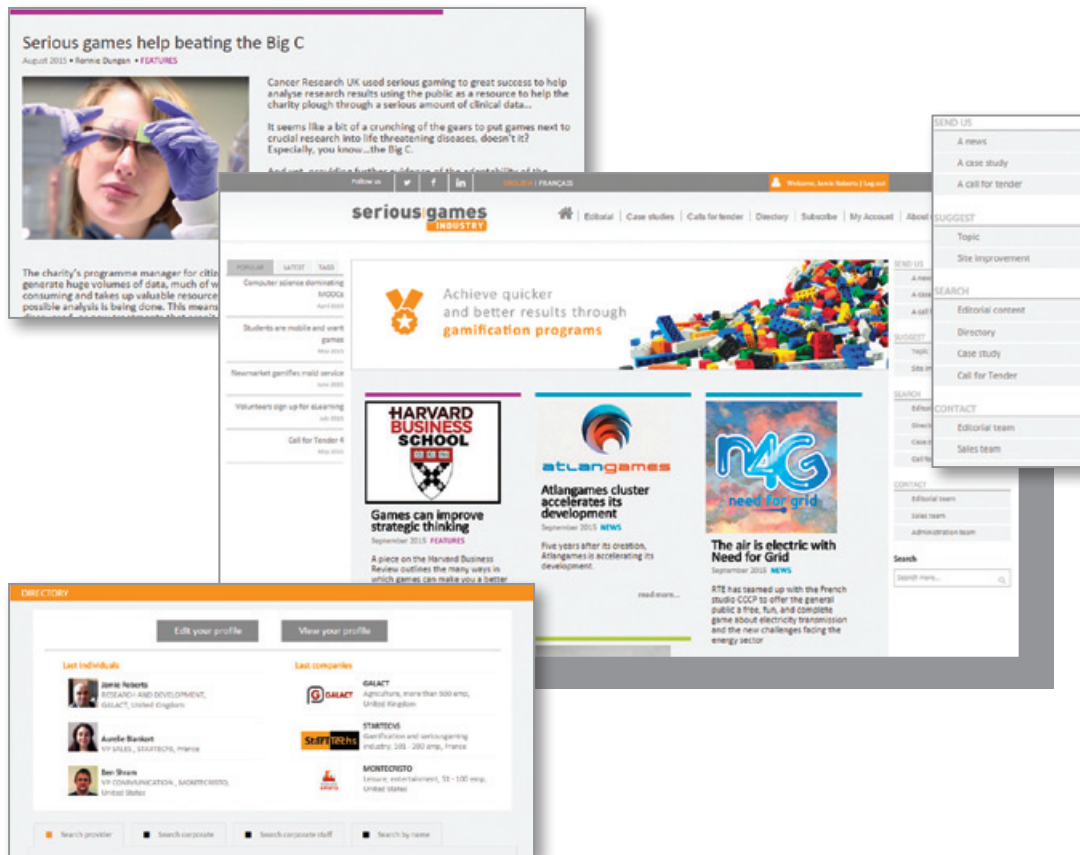
- The Digital Generation which will represent 75% of the workforce by 2025 is used to spending time on play-based activity
- With an average age of 27 and an almost equal split between women and men, players are already working in your company
- Current technology now allows competitively priced, flexible, easy-to-deploy gamification programs and serious-games to address specific marketing or training objectives
- The increasing popularity of e-learning has created a strong demand for alternative engagement techniques from onsite trainers. Gamification and serious-games can be answers
- Gaming can cut through the ambient communication noise and help create deeper engagement with your audience



► Why using games is pertinent to training and communication?

Gamification and serious-gaming have unique characteristics which make them ideal as learning and communication tools:

- Competition: we all have a competitive side, games allow us to express it
- Socialisation: interacting with other users, establishing a role and gaining status are motivational factors that draw people into games
- Experimentation: gamers learn by experimenting instead of studying, a fundamental difference with other forms of e-learning. Games can recreate contexts and scenarios that put the user in situ
- Trial and error is a fundamental of game design. Good games give players the right to make mistakes and learn from them
- Virality: the viral power of games make them a hugely cost effective way to convey a corporate or advertising message
- Engagement: users are actors, their level of engagement with the training or the brand is second to none



► How to join us?

You have the choice between 3 types of memberships in the “**Subscribe**” section of seriousgamesindustry.com

1. VISITOR

This free membership gives you access to the newsletter and the editorial content bringing you updated information on gamification and serious-games markets.

2. CORPORATE

If you are a company considering using gamification or serious-games, wanting to better understand the field and locate reliable service providers you should become a CORPORATE member. This scheme is also recommended for bodies and universities.

As a CORPORATE member you can subscribe for a number of employees (seats) and gain access to:

- All editorial content
- Case studies uploaded by Providers searchable by tag, platform, field of activity...
- The possibility to post your calls for tender to our database of Providers
- Providers’ directory searchable by field of expertise, country, language...

Corporate subscription prices

To benefit from 50% discount on the first year subscription see below

Level	Price per Year (Excl. VAT)		
► 3 seats	990.00 €	\$ 1,199.00	£ 699.00
► 10 seats	1,490.00 €	\$ 1,749.00	£ 1,099.00
► 15 seats	1,990.00 €	\$ 2,299.00	£ 1,499.00
► 20 seats	2,490.00 €	\$ 2,849.00	£ 1,899.00
► 25 seats	2,990.00 €	\$ 3,399.00	£ 2,299.00
► 30 seats	3,490.00 €	\$ 3,949.00	£ 2,699.00

3. PROVIDER

If you are a company providing gamification or serious-games services, wanting to make yourself known and locate potential clients you should become a PROVIDER member.

As a PROVIDER member you can subscribe for a number of employees (seats) and will be able to:

- Create a company profile
- Upload case studies demonstrating your skills
- See and answer Calls for tender from Corporate members
- Search Corporate and individual directories by name, job position, field of activity, country etc...
- Consult all editorial content and case studies

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► 20 seats	3,490.00 €	\$ 3,949.00	£ 2,699.00
► 25 seats	3,990.00 €	\$ 4,499.00	£ 3,099.00
► 30 seats	4,490.00 €	\$ 5,049.00	£ 3,499.00



Early bird offer!

A 50% discount on the first year subscription is offered to the first 50 companies that join seriousgamesindustry.com!

Contact us at sales@seriousgamesindustry.com to get your discount code or for any additional questions regarding subscription