

Strategic Partner of WCG

**PIKOM**

Worldwide Partner



# NATIONAL WORLD CYBER GAMES 2010

16 – 18 July 2010 | Kuala Lumpur

Join  
the **World's Largest**  
**e-sports Olympics**  
in **Los Angeles, USA**

Beyond the game





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### ABOUT THE WORLD CYBER GAMES



#### WORLD CYBER GAMES

The World Cyber Games is the world's first "Cyber Game Festival", designed to build a healthy cyber culture. The best gamers around the world gather into different cities to share the excitement and fun of the game tournaments.

#### The meaning of World Cyber Games:

1. A global tournament in which sport is conducted within the medium of cyberspace, also known as e-sports.
2. A rapidly growing international Olympics in which nearly one million players compete against one another for the title of world champion in separate events.
3. A gaming industry conference drawing industry leaders and technology experts as speakers and attendees to share ideas about the present and future of e-sports and their cultural relevance to society.
4. A worldwide youth festival inaugurated in 2000 and held annually.
5. The only single e-sports event organizing competition from six continents.
6. The largest cyber-gaming event serving what is becoming the largest sports market in the world.

**The WCG Slogan, "Beyond the Game", means that the WCG is not just a world game tournament, but also combines the world to create harmony and enjoyment through the shared emotions.**

### OBJECTIVES OF NATIONAL WORLD CYBER GAMES 2010 MALAYSIA

1. To unite gamers from all over the world to allow players to enjoy and respect the e-game environment.
2. To serve as a link that interconnects young people of the world in this sense, the World Cyber Games, with high added value, based on knowledge and cultural creativity.
3. To continue the spirit of this annual event where all Gamers gather together to exchange ideas & strategies.
4. To draw industry leaders and technology experts as speakers and attendees to share ideas about the present and future of e-sports and their cultural relevance to society.
5. To be a key component programme during the PIKOM National ICT Month (NIM) 2010 organised by PIKOM and supported by the Ministry of Science, Technology & Innovation.
6. To promote interest in Content Development in the country.

### PIKOM, the Strategic Partner of WCG

**PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA** is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 1000 comprising companies involved in a whole spectrum of ICT products and services which commands 80 per cent of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations.

PIKOM was formed in August 1986 with the objective of creating an environment that is conducive to the health, prosperity and competitive nature of the ICT industry. In line with this, PIKOM aims to be a catalyst for the growth of the ICT industry in Malaysia. By facilitating Malaysia's business growth and competitiveness through the application of information technology, PIKOM is positioned to be the voice of the Malaysian ICT industry.



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### National WCG Regional Qualifiers Schedule:

Regional Qualifiers	Johor Bahru, Johor	Penang	Kuala Lumpur	Kota Kinabalu, Sabah
Date	2 - 4 April 2010	8 - 10 April 2010	16 - 18 April 2010	7 - 9 May 2010

- **National World Cyber Games 2010**

16-18 July 2010

Mid Valley Exhibition Centre (MVEC), Mid Valley City, Kuala Lumpur, Malaysia

- **PIKOM Games Fiesta**

16-18 July 2010

Mid Valley Exhibition Centre (MVEC), Mid Valley City, Kuala Lumpur, Malaysia

- **World Cyber Games Grand Final**

End September - Early October 2010

Los Angeles Convention Centre, Los Angeles, USA

### Quick Facts:

#### National WCG 2010 Tournament:

- Estimated number of gamers: 500
- Malaysian citizenship
- Target age group: 16 – 25 years old  
(gamers below 18 years old are required to submit consent forms from parent / guardian)

#### The PIKOM Games Fiesta:

- Estimated number of exhibitors: 90
- Estimated number of visitors: 30,000
- **Exhibitors' Profile:**
  - Game developers and publishers,
  - Hardwares and accessories suppliers,
  - Entertainment & Edutainment Service Providers
  - Wireless / Mobile / Handheld softwares, services and technologies
  - AV system and equipment suppliers,
  - Games-related computer products, services and technologies
- **Visitors' Profile:**
  - Professional and casual gamers
  - Regional game developers and publishers
  - Retailers / Distributors
  - Public





WORLD CYBER GAMES  
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No	Benefits	Titanium (RM100K)	Platinum (RM50K)	Gold (RM30K)	Silver (RM20K)	Bronze (RM10K)	Opening Reception (RM30K)	Lanyard & Badge (RM20K)	PC Sponsor
1	Exhibition Booth	✓ 54 sqm	✓ 36 sqm	✓ 18 sqm	✓ 9 sqm	✗	✗	✗	✓ 36 sqm
2	Souvenir Programme (SP) Ad	✓ Full Page (Back Cover)	✓ Full Page (ROP)	✓ Half Page (ROP)	✗	✗	✓ Half Page (ROP)	✗	✓ Full Page (Inside Cover)
3	Sponsor Profile Listing in SP	✓	✓	✓	✓	✓	✓	✓	✓
4	Logo Listing on Main Event Backdrop	✓	✓	✓	✓	✗	✓	✓	✓
5	Logo Listing on Bunting & Banners on Site	✓	✓	✓	✓	✓	✓	✓	✓
6	Logo Listing in Print Media Advertisement	✓	✓	✓	✗	✗	✓	✗	✓
7	Logo Listing on Street Bunting & Banners	✓	✓	✗	✗	✗	✗	✗	✗
8	Sponsors' Recognition Ceremony	✓	✓	✓	✓	✓	✓	✓	✓
9	Mention in Press Releases	✓	✓	✓	✓	✓	✓	✓	✓
10	Logo Listing on Website	✓	✓	✓	✓	✓	✓	✓	✓

\* Note: Notwithstanding the above packages, Sponsors may propose any other ideas on sponsorship.

Event Managed by:



**PIKOM SERVICES SDN BHD**

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