

# SERIOUS GAMES

SHOWCASE & CHALLENGE EUROPE



## SPONSORSHIPS

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Showcasing Gaming Talent  
& Innovation



Ashton Gate, Bristol, Uk

Hybrid event. Live venue + Virtual platform



[WWW.DSET.CO.UK](http://WWW.DSET.CO.UK)

 [@DSET\\_EVENT](https://twitter.com/DSET_EVENT)

For enquiries contact: [ABBIEPIERCE@RUDDYNICE.COM](mailto:ABBIEPIERCE@RUDDYNICE.COM)

# SGSCE Sponsorships

## LEAD SGSCE Sponsor

**£20,000**

Silver sized stand and benefits for DSET expo  
Part of the opening speeches panel for SGSCE  
Interview with Media Sponsor and Media Brunch  
Media announcement, inc. social media announcements

Awards backdrop with logo  
5 full conference tickets to DSET  
Logo on: DSET SGSCE webpage  
2m Pop-Up Banner in SGSCE area

## Education Sponsor

**£20,000**

Silver sized stand and benefits for DSET expo  
Part of the opening speeches panel for SGSCE  
Interview with Media Sponsor and Media Brunch  
Media announcement, inc. social media announcements

Awards backdrop with logo  
5 full conference tickets to DSET  
Logo on: DSET SGS&CE webpage  
2m Pop-Up Banner in SGSCE area

### Ernie Roman's Trophy (EXCLUSIVE)

Logo on: DSET SGSCE webpage -  
back link to company website

Pop-Up Banner in SGSCE  
exhibition area - 1m width maximum

Co-presentation of award at the  
SGSCE awards ceremony

Media announcement, inc. social  
media

2 full conference tickets to  
DSET

SGSCE ballot with your logo

**£ 5,000 + VAT**

### Best Business Game Award (EXCLUSIVE)

Logo on: DSET SGSCE webpage -  
back link to company website

Pop-Up Banner in SGSCE  
exhibition area - 1m width maximum

Co-presentation of award at the  
SGSCE awards ceremony

Media announcement, inc. social  
media

**£ 2,500 + VAT**

### Best Government Game Award (EXCLUSIVE)

Logo on: DSET SGSCE webpage -  
back link to company website

Pop-Up Banner in SGSCE  
exhibition area - 1m width maximum

Co-presentation of award at the  
SGSCE awards ceremony

Media announcement, inc. social  
media

**£ 2,500 + VAT**

### Best Student Game Award (EXCLUSIVE)

Logo on: DSET SGSCE webpage -  
back link to company website

Pop-Up Banner in SGSCE  
exhibition area - 1m width maximum

Co-presentation of award at the  
SGSCE awards ceremony

Media announcement, inc. social  
media

**£ 2,500 + VAT**

### Innovation Award (EXCLUSIVE)

Logo on: DSET SGSCE webpage -  
back link to company website

Pop-Up Banner in SGSCE  
exhibition area - 1m width maximum

Co-presentation of award at the  
SGSCE awards ceremony

Media announcement, inc. social  
media

**£ 2,500 + VAT**



**DSET 2024**  
DEFENCE SIMULATION EDUCATION & TRAINING

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# SGSCE Packages

## PLATINUM PACKAGE

(EXCLUSIVE)

Logo on: DSET SGSCE webpage - back link to company website

Formal Acknowledgement & Participation at SGSCE Awards

Pop-Up Banner in SGSCE exhibition area - 1m width maximum

Media announcement, inc. social media

2x full conference tickets to DSET

**£ 5,000 + VAT**

## GOLD PACKAGE

(2 AVAILABLE)

Logo on: DSET SGSCE webpage - back link to company website

Formal Acknowledgement & Participation at SGSCE Awards

Pop-Up Banner in SGSCE exhibition area - 1m width maximum

Media announcement, inc. social media

1x full conference ticket to DSET

**£ 3,500 + VAT**

## SILVER PACKAGE

(3 AVAILABLE)

Logo on: DSET SGSCE webpage - back link to company website

Formal Acknowledgement & Participation at SGSCE Awards

Pop-Up Banner in SGSCE exhibition area - 1m width maximum

Media announcement, inc. social media

**£ 1,500 + VAT**

## BRONZE/Academia PACKAGE

(3 AVAILABLE)

Logo on: DSET SGSCE webpage - back link to company website

Media announcement, inc. social media

**£ 750 + VAT**



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Exhibition & sponsorship package:	
Total cost	

## Company/Organisation Details

Company/Organisation Name	
Address Line 1	
Town/City	
Post or Zip Code	
Country	
Main POC Full Name	
Main POC E-mail Address	
Main POC Phone No	

## Invoice address if different from above:

Company/Organisation Name	
Address Line 1	
Town/City	
Post or Zip Code	
Country	
Finance POC Full Name	
Finance POC E-mail Address	

## Payment Terms:

Full payment is required upon booking (Invoice is payable upon receipt)

## Payment Methods:

Please indicate how you wish to complete the transaction and details will be sent to you separately.

- Direct to Revolut
- International transaction
- I am required to supply a PO number for the invoice
- Payment link for card transaction (will incur additional fees)

Book online:



## Agreement (Please read Terms & Conditions before signing)

Full Name	
Position in Company	
Date	
Signature	

## Terms & Conditions

**Equipment & Materials Belonging to The Exhibitor:** Ruddy Nice Ltd cannot be held responsible for any equipment or materials, which are brought onto the premises by the exhibitor. Insurance against theft or damage is the responsibility of the exhibitor.

**Insurance:** The exhibitor will be responsible and will indemnify Ruddy Nice Ltd for all accidents, injuries and losses and for the cost of repair for any damage done to any part of the property or the contents of the building which may occur from any cause whatsoever (including willful or deliberate damage) in connection with the exhibitors use of the premises and for any claims made against Ruddy Nice Ltd by any third party as a result of the acts of the exhibitor. The exhibitor must carry insurance to cover these risks along with adequate public liabilities insurance.

**Speaker Changes** – Occasionally it is necessary for reasons beyond our control to alter the contents and timing of the programme or the identity of the speakers.

**Data Protection** – Personal data is gathered in line with GDPR (EU) 2016/679 (General Data Protection Regulation).

### Exhibitors

**Payment:** A sponsor or exhibitor is not formally accepted until payment has been made. Ruddy Nice Ltd reserves the right to reject exhibitors or sponsors and replace them with a substitute if payment is not made promptly.

**Cancellation & Substitutions:** Sponsors or exhibitors may make personnel substitutions at any time. Please notify Ruddy Nice Ltd as soon as possible. Cancellation after acceptance cannot be accepted and payment in full is required. We will provide the conference documentation in digital format and fulfil our obligations to promote the sponsor or exhibitor where practicable to any sponsor or exhibitor who has paid but is unable to attend for any reason.

### CANCELLATION BY ORGANISER/FORCE MAJEURE

If at the absolute discretion of Ruddy Nice Ltd, the Halls shall become unfit or unavailable for occupancy or it becomes impossible or impractical to hold the Exhibition for reasons beyond the control of Ruddy Nice Ltd including (without limitation) fire, flood, storm, government intervention,

pandemic, malicious damage, acts of war, acts of terrorism, acts of God, strikes, riots or any other cause, Ruddy Nice Ltd reserves the right (but shall not be obliged):

- to change the location and/or date of the Exhibition;
- to curtail the Exhibition;
- to reduce the Installation Period, Open Period or Dismantling Period; or
- to cancel the Exhibition.

In the circumstances specified in paragraphs a, b and c of this section the parties agree and acknowledge that Ruddy Nice Ltd shall not have any liability to the Exhibitor for refunds, additional expenses or charges or to make payment for any other loss or damage suffered by the Exhibitor.

If the Exhibition is cancelled in accordance with paragraph d of this section the Exhibitor agrees to accept in complete settlement and discharge of all claims against Ruddy Nice Ltd a pro-rata share of the total amount paid by all exhibitors at the Exhibition, less all costs and expenses incurred by the Organiser in connection with the Exhibition including a reserve, established at the sole discretion of Ruddy Nice Ltd, for future claims and expenses in connection with the Exhibition.

In the event that the Exhibition is cancelled by Ruddy Nice Ltd for any other commercial reason including (without limitation) the lack of support for the Exhibition Ruddy Nice Ltd will refund to the Exhibitor all charges paid by the Exhibitor to Ruddy Nice Ltd and the Exhibitor agrees and acknowledges that he will have no further claim whatsoever against Ruddy Nice Ltd in respect of such cancellation.

**COVID-19** – If the Real World event is not permitted to take place, due to a change in UK Government restrictions, DSET will continue as a Virtual Conference. Exhibitors will receive a 20% refund.

### ADDITIONAL REGULATIONS

**Use Of The Stand:** Sponsors hire the stand space for their own use. It is not permitted to let space on the stand to another company without the express permission of Ruddy Nice Ltd.

**Arrangement Of Stands:** Ruddy Nice Ltd will make every effort to ensure that the event proceeds as smoothly as possible for sponsors and exhibitors. However, in the event of unforeseen circumstances Ruddy Nice Ltd reserves the right to make changes to the layout of the stands if required.