



rage expo

GAMING | TECHNOLOGY | GEEK CULTURE | ESPORTS

SOUTH AFRICA'S PREMIER GEEK CULTURE EVENT

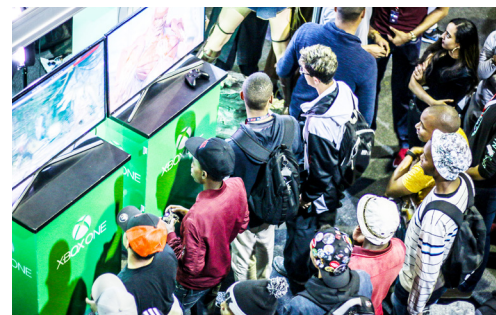
5 - 7 October 2018



rage has something for everyone, from parents wanting to get closer to the things their children love so much, to esports professionals looking to win huge prize money.

The barriers between mainstream culture and geek culture have disappeared. Geek culture is now popular culture. Massive audiences are watching television spectacles like Game of Thrones, and making superhero movies the biggest earners in Hollywood. With this audience comes rapid adoption and seamless integration with all kinds of modern technology, from 3D printers to virtual reality.

The proliferation of esports and gaming YouTubers and streamers into popular culture means that more and more people are now watching gamers play games (both professionally and casually) than ever before.



Overload your imagination.

#agalaxyofgeek

www.rageexpo.co.za

RAGE 2017 BY THE NUMBERS

Over three incredible days, rAge 2017 saw a record-breaking 35,845 visitors walk through the doors. In amongst the familiar faces were many visitors who're new to the rAge experience, and all this over the rainiest weekend the event has ever seen. rAge was spread across 20,650 square metres of floor space hosting 130 exhibitors and 2,000+ LAN gamers, who downloaded 130 terabytes of data on an 8 gigabit per second internet connection (5.6 gigabits per second average). The event also saw 527 media professionals from 181 outlets in attendance, resulting in an amazing

R118.3 million worth of PR value. rAge dominated social media for the weekend, and over R2.2 million in prize money was given away at the various esports events. rAge also featured some of the best cosplay ever seen as these amazing artists graced the stage wearing incredible outfits highlighting their passion for this ever-growing hobby. Besides all the stands, retail outlets and esports stages, rAge also featured an artist's alley, and a home_coded area where local game developers could show off their games. rAge 2017 was an unforgettable experience.

Snapshot rAge 2017: Record-breaking 35,845 visitors over the weekend, 527 media professionals from 181 different outlets, R118.3 million in PR value with 130 exhibitors spread across 20,650 square metres of floor space – all put together by a team with over 20 years of experience.

The local video games industry is projected (by the South African branch of PricewaterhouseCoopers) to be worth R3.7 billion by 2020.

VISITOR PROFILE

The majority of attendees are between the ages 12-38 (average age of 20), and the split is approximately 60% male / 40% female with a LSM ranging between 8 and 10. We've seen moms and dads in the LAN with their kids, families trying out some light cosplay, and of course those fans who never miss a rAge expo. Groups of gamers show up on Thursday night and camp (and braai)

in the parking lot in preparation for the 52-hour LAN. Some visitors save their money all year, only to blow it all over the weekend on crazy impulse purchases. Our esports events attract future players, competitors from local and international teams, aspiring managers, coaches, MGOs (multi-gaming organisations) and shoutcasters (match commentators).

Snapshot profile: The typical age is 12 – 38, 60% male / 40% female, LSM 8 – 10. The audience is young, mobile and dynamically motivated in the direction of their interests and passions.

Let go of your grip on reality.

YOUR PRODUCTS AND **BRANDS** AT RAGE

If you have products, experiences, services or information you want to share with a young, dynamic and loyal market, rAge is the place to do it. This demographic is technologically switched-on and bandwidth-hungry, with money to spend. Everything is a game, and as this generation gamifies everyday experiences, companies and products need to adapt and evolve with the market. This lifestyle is synonymous with fresh new technology, multiplatform gaming, superheroes, science fiction, fantasy, and the latest Hollywood blockbusters. The typical rAge visitor

spends more time online consuming media and living in virtual worlds than any other type of consumer. There is a shared consciousness online which feeds their appetite for new technological adventures. rAge provides the only platform for this audience to experience their passion live, with thousands of other like-minded enthusiasts. As an exhibitor, you can use rAge to speak directly to the tens of thousands of visitors that walk through our doors. It's the kind of experience and exposure that cannot be found online or through traditional advertising mediums.

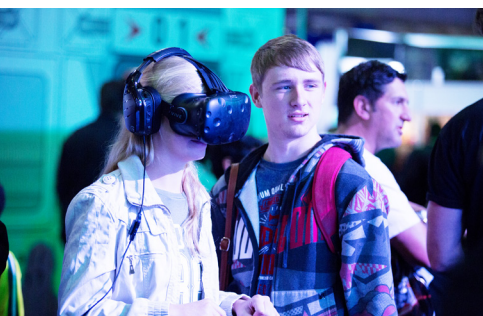
Snapshot brands: Young, dynamic, bandwidth-hungry audience looking for products and experiences related to their popular culture lifestyle. They are technology-oriented and brand critical.

Feel the pulse of video gaming

NAG LAN

The NAG LAN is South Africa's largest BYOC (Bring Your Own Computer/ Console) LAN (Local Area Network), and in 2018 over 2,000 gamers from all over South Africa (some as far as Cape Town) will travel to rAge with their computers to attend this unique event. They will

game for 52 hours, competing against and playing cooperatively with each other, sharing meals and stories while bringing down evil alien overlords. The NAG LAN is a special experience where the online world and the real world come together for an unforgettable weekend.



“Games on the surface seem simple entertainment, but for those that like to look a little deeper, the new paradigm of video games could open entirely new frontiers to creative minds that like to think big.” – David Perry

RAGE IN A NUTSHELL

Console (Sony, Microsoft and Nintendo) and PC gaming, computer hardware and software, major esports events, overclocking, gaming peripherals (joysticks, keyboards and mice), gaming retail stores, hardware retail stores, gaming apparel and accessories, local game development studios, game development challenges, international game developers (on the stage and

behind closed doors), media and creative arts colleges, board games, convention artists, art signings, comic books, cosplay (people dressing up as their favourite fantasy characters), anime, role-playing, collectible card games (like Magic: The Gathering), digital lifestyle gear (micro drones, 3D printing, VR and gadgets), and a whole lot more.

ESSENTIAL STUFF

Dates: 5 – 7 October 2018

Show times: Friday: 10h00-18h00
Saturday: 09h00-18h00
Sunday: 09h00-16h00

Venue: The Ticketpro Dome
Corner Northumberland Road & Olievenhout
Avenue, Northgate, Johannesburg
www.ticketprodome.co.za

Find us: www.rageexpo.co.za
www.facebook.com/rAgeExpo
[@rAgeExpo](https://www.instagram.com/rage_expo)

CONTACT INFORMATION

For more information on rAge 2018 or bookings, please contact one of the following people:

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Business development manager

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Marketing and Public Relations

EXHIBITING COSTS

Raw Space		
• All prices include carpeting All raw space packages must order power (i.e. DB Boards)		
Size m ²	Price per m ²	Total
24	R2,650	R63,600
36	R2,600	R93,600
48	R2,450	R117,600
60	R2,300	R138,000
60+	Price on request	-
Shell Scheme		
• All prices include a shell scheme, fascia, name board, 2 x spotlights, 1 x plug point and carpeting per 12m ²		
Size m ²	Price per m ²	Total
6 - 16	R2,930	R11,720 - R46,880
20 - 24	R2,800	R56,000 - R67,200
36 - 48	R2,730	R98,280 - R131,040
60	R2,600	R156,000
60+	Price on request	-
Semi-Shell Scheme		
• All prices include shell scheme, name vinyl, 1 x spotlight, 1 x plug point and standard carpeting		
Size m ²		Total
4		R9,870
Flea Market		
• Two trestle tables and black table cloths are provided. Flea market stands exclude power, which will be charged for separately		
2 Tables		
		R8,650
Hospitality Suites		
• Individually air-conditioned Dimmer light control Glass patio doors overlooking main expo floor (<i>hospitality suites only</i>)		
• Elegantly decorated room with built-in bar (<i>Augusta Suite only</i>)		
Name	Size m ²	Total
Augusta Suite	64	R26,000
Hospitality Suite 1	51	R20,000
Hospitality Suite 2	90	R26,000
Hospitality Suite 5	64	R20,000

- All prices exclude VAT.
- Additional furniture, lighting, graphics, etc. can be arranged and will be charged for separately.

- Subject to change - please contact a sales representative to confirm availability or for an updated version

