

Key points of „NRW@Indie Arena Booth 2021“

Preamble

With the project “Mediennetzwerk.NRW”, Mediencluster NRW GmbH (Mediencluster NRW) offers the central service and information platform for the digital media scene in North Rhine-Westphalia. Among other things, the Mediennetzwerk.NRW makes the digital media location of NRW and its companies visible at trade fairs and markets in Germany and abroad.

Super Crowd is a company that organizes national and international community events and offers specialist advice for third-party organizers. Super Crowd organized, among other things, the community and games fair MAG in Erfurt and runs the “Indie Arena Booth” at gamescom 2021.

Super Crowd and the Mediennetzwerk.NRW cooperate on the “NRW @ Indie Arena Booth 2021” packages (hereinafter referred to as NRW@IAB) with the aim of tendering, organizing and implementing coaching for developers from North Rhine-Westphalia in advance of gamescom 2021, which will also be exhibited with their games at the Indie Arena Booth.

Implementation of the "NRW@IAB" packages

The implementation of the "NRW@IAB" packages consists of three phases.

In the first phase, Mediennetzwerk.NRW publishes for a specific “NRW@IAB” package via the communication channels. Game developers based in North Rhine-Westphalia can apply to the Indie Arena Booth with the label „NRW“ on the Call for Participation.

In a second phase, the applications received are checked to determine whether they meet the minimum requirements below.

If more applications meet the minimum requirements than "NRW@IAB" packages are available, the jury of the Indie Arena Booths will choose the winners of the "NRW@IAB" packages according to their curation goals, but in coordination with the Mediennetzwerk.NRW out.

If winners do not accept the “NRW@IAB” package, the respective “NRW@IAB” package can be reassigned among the remaining applicants. If there are no further applications, the "NRW@IAB" package can be re-advertised.

Minimum requirements for applicants

The applicant must be a company that consists of at least two natural persons. The company should have at least the legal form of a UG or GbR. In justified exceptional cases, this requirement can be waived.

The company of the applicant must be a game developer in the games industry and have its headquarters or a branch in North Rhine-Westphalia.

The applicant's company must be geared towards an economic activity.

The applicant must be able to present a game in a playable state as part of the “NRW@IAB” package at the IAB.

Implementation of the "NRW@IAB" package

The winners will be informed immediately of the prize and the further process.

If winners cannot or do not want to take part in the "NRW@IAB" package, the Indie Arena Booth team and Mediennetzwerk.NRW must be informed in writing (email) as soon as they are known.

The winners are obliged to take part in all measures within the "NRW@IAB" package. These include, but are not limited to, participating in coaching, attending the IAB and participating in a final evaluation.

With the application, the winners declare their consent to the image, sound or image / sound recordings (hereinafter referred to as "recordings") being produced as part of the "NRW@IAB" package and / or being sent at the same time. The winners hereby already grant the cooperation partners, free of charge and irrevocably, the right to extensive, content, space and time unlimited use of the recordings.

If the winners communicate the respective "NRW@IAB" package including the measures via the available communication channels via the cooperation between Mediennetzwerk.NRW and Super Crowd, the hashtags **#MedienDigitalLandNRW** and **#indiearenabooth** and the accounts **@MedienNRW** as well as **@IndieArenaBooth**.

If winners violate one or more of the regulations contained in this key point paper, they can be excluded from applications for further packages.

If the "NRW@IAB" package is not carried out, the applicants and / or the winners will be notified immediately. The applicants and / or the winners at no time have any claims, regardless of the legal reason, against the Mediennetzwerk.NRW or Super Crowd.