

Presented by:

Lenovo
LEGION



**GENERATION
GAMES**

APRIL 20 – 21, 2024

INTERNATIONAL CONVENTION CENTRE, DARLING HARBOUR, SYDNEY

So Easy Digital Kit

Generation games

Introduction

Please find below, for your convenience, several pre-generated Emails and Social Media Posts that look to promote YOUR presence at Generation Games. We understand that in this day and age; time is a costly asset and so we hope these digital pieces can assist you in delivering a successful marketing campaign, event presence and ROI.

All text has been designed so you can easily and simply drop in information relating to your brand/business, and what you will have to offer at Generation Games. The images have been designed so you can simply place your log within them for effective and easy co-marketing campaigns.

Digital Assets

Please see the following links to a few digital assets you can use to further promote your presence at Generation Games.

Generation Games main website - <https://generationgames.com.au/>

Generation Games Marketing assets - <https://generationgames.com.au/exhibiting/>

Generation Games Handy links - <https://generationgames.com.au/gg-links/>

Generation Games Ticketing details - <https://generationgames.com.au/ticket-details/>

Social Media

Post Number	Copy
Post 1	<p>We are absolutely thrilled to announce we will be attending Generation Games on April 20 - 21 2024. Don't miss Sydney's brand new gaming event!</p> <p>Come join us at <Enter Stand Number>. Book your tickets online here.</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
Post 2	<p>Exciting Announcement!</p> <p>The much-anticipated GG Floorplan is now available online! Check out our nifty location at Stand <stand number>, and plan your action packed weekend! Join us at Generation Games and take a trip down memory lane, and see the latest and greatest! What (other than us 😊) are you most looking forward to seeing? Head to the digital floorplan here https://generationgames.com.au/</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
Post 3	<p>Check out a sneak preview of what <BRAND> will be bringing to Generation Games! Have you booked your ticket yet? You can book your tickets online here. Make sure <BRAND> is on your must see list - April 20 - 21 2024, International Convention Centre, Darling Harbour, Sydney.</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
Post 4	<p>Calling all gamers, young and young at heart! You can't miss Generation Games! This is your opportunity to see the latest, greatest and nostalgic or try something new and meet like minded people.</p> <p>Drop in and say hi, and check out what we have to offer! <Put details of what you are selling, where you are, knowledge you have to share, etc.>. Book your tickets online here.</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
Post 5	<p>And the doors are open at Generation Games! Make sure you come down to the International Convention Centre, Darling Harbour, Sydney. We've got some great <deals, offers, etc.> at our stand <stand number> so be sure to pop in and say hi! For more info, go to https://generationgames.com.au/</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
Post 6	<p>Don't miss your chance! Today is the last day to see us at Generation Games, we are on stand <stand number>. Get your tickets here or at the door of the International Convention Centre, Darling Harbour, Sydney. One more round?</p> <p>#GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>

Post 7	<p>And that’s a wrap for Generation Games! We would like to thank everyone who attended this incredible event, and what a couple of days it was. We are so thrilled to be a part of such an amazing industry and connect with so many of you face-to-face. Jump onto our website and check out all of the post event hype. One more round? Bring on 2025! <Brand/company website> #GenerationGames #GG24 #OneMoreRound? #<Your company hashtags></p>
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Email

Email Number	Copy
Email 1	<p>Dear <Name></p> <p>We invite you to join us at Generation Games 2024! The event is a must attend for all gamers young and the young at heart. Generation Games is running April 20 - 21 2024 at the International Convention Centre, Darling Harbour, Sydney. Come along and enjoy everything the event has to offer – discover new products, show the kids how you used to game, try something new and so much more.</p> <p>OUR STAND: <insert information relating to your stand, your stand number, what you have on offer, anything else you are offering (i.e. game sessions), etc.)></p> <p>For more information and to buy your ticket go to; https://expertiseevents.eventsair.com/gg24/gg24tix/Site/Register For more information on what we have to offer, head to our website; <insert company website></p> <p>One more round? We will see you there! <Brand/business></p>
Email 2	<p>Dear <Name></p> <p>That’s a wrap for the first ever generation Games! We would like to thank everyone who attended this incredible event and what a couple of days it was. We are so thrilled to be a part of such an amazing industry and to have connected with each other face-to-face.</p> <p><Insert some event highlights from your perspective></p> <p>Whilst Generation Games is held annually, our doors are open all year round. So be sure to head to our website <brand website link> for our full range of products, services and reach out to our friendly team for any queries.</p>

<Are you able to provide a special offer for those who attended and perhaps engaged with your stand>

If you were unable to make it to this year's Event, there is no need to stress! Our incredible range that was available at the fair is also available on our Website - <Brand Website Link>.

Lastly, stay up to date with all that is going on in the <Brand/ Company> world by connecting with us on Social Media. <Facebook/instagram Link>

Thanks again, and we cannot wait to reconnect with you again next year at Generation Games!

One more round? Generation Games
<Brand/Business>