



## GDC 2012 REGISTRATION

Registration by fax for Game Developers Conference® 2012 closes on **February 29, 2012** at 1pm Pacific time. Registrations after this date must be submitted online or onsite at the Moscone West in San Francisco, CA.

### STEP 1 CHOOSE A GDC PASS

For detailed session information, see our website at [www.GDCConf.com](http://www.GDCConf.com). Please check your choice below.

- ALL ACCESS PASS** \$   
 SAVE UP TO \$625 PER PASS!  
 Ends 2/2 \$1,475 || Ends 2/29 \$1,950 || Onsite registration \$2,100
- MAIN CONFERENCE PASS** \$   
 SAVE UP TO \$525 PER PASS!  
 Ends 2/2 \$950 || Ends 2/29 \$1,350 || Onsite registration \$1,475
- SUMMITS & TUTORIALS PASS** \$   
 SAVE UP TO \$200 PER PASS!  
 Ends 2/2 \$695 || Ends 2/29 \$795 || Onsite registration \$895
- AUDIO PASS** \$   
 SAVE UP TO \$200 PER PASS!  
 Ends 2/2 \$695 || Ends 2/29 \$795 || Onsite registration \$895
- INDEPENDENT GAMES SUMMIT PASS** \$   
 Ends 2/2 \$325 || Ends 2/29 \$325 || Onsite registration \$325
- EXPO PASS** \$   
 SAVE UP TO \$55 PER PASS!  
 Ends 2/2 \$195 || Ends 2/29 \$250 || Onsite registration \$250
- STUDENT PASS** (Friday only)  
 Onsite registration **ONLY \$75!**

*Note: Savings calculations are based on the difference in maximum savings scenario per pass (early rate) and maximum cost scenario per pass (onsite price). Student passes cannot be purchased online and are only available for purchase onsite Friday March 9, 2012 with proof of current student identification/enrollment.*

### HOW TO REGISTER

**Online:** Register at [www.GDCConf.com](http://www.GDCConf.com). Payment by credit card or check is accepted online.  
**Mail or Overnight Courier:** Mail your completed registration, along with check or credit card payment to: Events Registration Services Group, GDC 2012, 303 Second Street, Suite 900, South Tower, San Francisco, CA 94107 USA. Make all checks or money orders payable to Game Developers Conference.  
**Fax:** Fax your completed registration form, along with credit card payment to (415) 947-6011.  
**Questions:** Contact the GDC Registration Department at (415) 947-6926 or toll free at (866) 535-8997, Monday-Friday from 9am-4pm PST. To reference our complete registration policies please visit: [www.GDCConf.com/attend/policies.html](http://www.GDCConf.com/attend/policies.html).

### CHOOSE SUMMITS/TUTORIALS

➔ If you chose an All Access Pass or a Summits and Tutorials Pass, choose one Summit/Tutorial per day. Please check your choices, select your top two preferences below. Your selections help us plan appropriate seating accommodations onsite. *Note: You may access any summit or tutorial onsite based on space availability.*

#### March 5, 2012, 2012 || 10am-6pm

- 100** I will not be attending a Summit/Tutorial on Monday
- 108** Math for Games Programmers
- 109** Scrum Essentials Tutorial
- 110** Learn Better Game Writing in a Day
- 111** Game Design Workshop
- 112** Advanced Visual Effects with DirectX 11
- 113** HTML5 Tutorial Day
- 114** Are You a Manager or a Leader? Come Test Your Skills and Learn New Ones!

#### March 6, 2012, 2012 || 10am-6pm

- 200** I will not be attending a Summit/Tutorial on Tuesday
- 208** Physics for Games Programmers
- 209** Producer Boot Camp
- 210** Level Design in a Day: Best Practices from the Best in the Business
- 211** Game Design Workshop
- 212** Technical Artist Boot Camp
- 213** The Game Dev Start-Up 2012: Issues and Practical Answers for the Rookie Studio
- 214** Audio Boot Camp
- 215** Microsoft Developer Day: Entertainment Reimagined

*More information on GDC 2012 Tutorials will be made available in winter 2011. For information visit [www.GDCConf.com](http://www.GDCConf.com).*

### LUNCH OPTIONS (NOT REQUIRED)

➔ Once again, the GDC will be giving attendees the option to purchase lunch. Box lunches are available based on pass type selected and represent a cost of \$40 per day. The prices for each lunch represent the actual cost provided from the convention center and do not include any mark-up cost by the GDC conference management. Box lunch options includes roast beef, chicken, ham, turkey, and a vegetarian sandwich or salad option (Three of the options will be available daily). All lunches include a side salad, dessert and beverage.

- \$200 || Five day (lunch served Monday-Friday)
- \$120 || Three day (lunch served Wednesday-Friday)
- \$80 || Two Day (lunch served Monday-Tuesday)
- No lunch option at this time.



**GAME DEVELOPERS CONFERENCE<sup>®</sup>**  
 SAN FRANCISCO, CA  
 MARCH 5-9, 2012  
 EXPO DATES: MARCH 7-9

# 2012

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**LUNCH OPTIONS (CONTINUED)**

*Note: You may elect to add a lunch option to your purchased conference pass until March 2, 2012 by logging back into the registration system or by contacting our registration department at (866) 535-8997. For questions or for special dietary needs, contact kara.foley@ubm.com. Please note lunch vouchers will be distributed when you pick up your badge. Lunch vouchers denote day of use and will not be transferable for alternate days.*

**STEP 2 REQUIRED INFORMATION**

This information is required in order to process your registration.

Name \_\_\_\_\_  
 Occupation \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country/PostalCode \_\_\_\_\_  
 Email\* \_\_\_\_\_

*\*Your email address is required to complete registration. We will use your email address to send you information about other offerings, including events, products and services, as described in the Privacy Policy. You can view the privacy policy at <http://www.ubmtechnology.com/united-business-media-llc-privacy-statement/>*

**STEP 3 METHOD OF PAYMENT**

Payment in **FULL** by check or money order (drawn in US funds) or credit card must accompany your registration in order to be processed. Sorry, no purchase orders. You are not registered until you receive confirmation online, or in the mail from GDC 2012. Make all checks or money orders payable to **Game Developers Conference**. Please make your selection below.

**CHECK OR MONEY ORDER ENCLOSED**  
 Check # \_\_\_\_\_ Federal Tax ID # 11-2240940

**CREDIT CARD**  
 Cardholder Name \_\_\_\_\_  
 Contact Phone Number \* \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_  
 Expiration Date \_\_\_\_\_

*\*In order to ensure the privacy of your credit card number as well as being PCI Compliant, please enter the cardholder's name and contact number. A member of the GDC Registration team will contact the cardholder to process the payment.*

**BILLING ADDRESS**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country/PostalCode \_\_\_\_\_  
 Phone \_\_\_\_\_

**DISCOUNT PROMOTION CODE**

If you have a discount promotion code, please enter it below. Only one discount code can be applied per pass and cannot be combined with other discounts including alumni, IGDA, or group discounts. To be eligible for discounts, we must receive your registration by the date specified in the discount promotion – postmarks are not accepted.

Code \_\_\_\_\_

**EVENT BADGES**

Badges will not be mailed in advance of the event. To check in for your badge, you will need to use the same email address used when you registered, this is noted on your registration receipt. Please bring a copy of your confirmation along with a government issued photo ID to collect your badge. Please care for your badge. A non refundable replacement fee will apply for all duplicate badge requests. Short range "Touch 'N Go" RFID badges will be in use at GDC 2012.

**CANCELLATIONS, SUBSTITUTIONS, DOWNGRADES & UPGRADES**

If you need to cancel your registration, you may do so for a full refund, less a \$150.00 service charge until Friday, February 10, 2012. Attendees who register prior to or after the deadline date, who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Sorry, no refunds are available for no-shows. If you are unable to attend the event, we recommend that you send a substitution in your place. Changes to registrations must be presented in written form. Please download the Registration Update Form at [www.GDConf.com/attend/policies.html](http://www.GDConf.com/attend/policies.html) and fax your cancellation, changes or substitution request to (415) 947-6011, or mail your request to:

**Events Registration Services Group**  
**GDC 2012**  
**303 Second Street**  
**Suite 900, South Tower**  
**San Francisco, CA 94107**

Written requests for a downgraded pass must be received no later than Friday, February 10, 2012 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after Friday, February 10, 2012 cannot be accommodated. Upgrade pass requests must be submitted in writing and faxed to (415) 947-6011 along with payment information for the difference in value.



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**1 | How many people are employed at your company (all divisions)? (select one)**

- Over 500
- 250 to 500
- 100 to 249
- 51 to 99
- 21 to 50
- 11 to 20
- 6 to 10
- 2 to 5
- myself only

**2 | Which of the following best describes the focus of your company's business? (select one)**

- Console game market
- Downloadable game market (XBLA, PSN, WiiWare)
- Handheld console market
- Social network game market
- Web browser game market
- Web-based MMO market
- Smartphone game market
- Tablet game market
- PC/Mac downloadable market
- Game recruitment
- Game outsourcing
- Game tools/middleware market
- Game academia
- Game marketing/PR
- Game media
- Game funding/VC
- Game legal
- Other Industry (Please Specify)

**3 | Which of the following best describes your job function? (select one)**

**AUDIO**

- Composer/Musician
- Director, SFX/Music
- SFX Engineer
- Sound Designer
- Other

**BUSINESS/MANAGEMENT**

- Business Development
- CEO/President/C-Level
- HR/Training Manager/Recruiter
- Investor/Venture Capitalist
- Legal
- Marketing/PR
- Sales
- VP/General Manager
- Other

**GAME DESIGN**

- Creative Director
- Game Designer
- Interface Designer
- Lead Designer
- Level Designer
- Writer
- Other

**PRODUCTION**

- Associate Producer
- Community Manager
- Executive Producer
- Localization
- Producer/Project Lead
- Project Lead/Manager
- Tester/QA
- Other

**PROGRAMMING / ENGINEERING**

- AI Programmer
- Director of Development
- Engine Programmer
- Hardware Engineer
- Lead Programmer
- Network Programmer
- Programmer
- Technical Director
- Tools Programmer
- Other

**VISUAL ARTS**

- 2D Artist/Texturer
- 3D Artist/Modeler
- Animator
- Art Director
- Artist
- Lead Artist
- Technical Artist
- Other

**OTHER**

- Consultant
- Educator/Academic
- Press/Media Representative

- Student
- Other Job Title (Please Specify)

**4 | For which platforms are you developing your current or most recent game? (check all that apply)**

- Console
- Handheld Console
- Smartphone
- Tablets
- Web Browser
- PC/Mac (retail/downloadable)
- N/A / Not involved in development

**5 | If a resident of the U.S. or Canada, would like to receive a subscription to Game Developer magazine?**

- Yes
- No

The Post Office requires a personal identification question to verify your subscription request. If you selected yes, please answer the following question to complete your order.

**What color was your first car?**

*Note: Subscription requests will be processed after GDC 2012 conference dates. All subscriptions are subject to availability upon qualification determined by the publisher. Game Developer magazine reserves the right to refuse the offer for free subscription to any person or persons. If you would like information on how to purchase a subscription, visit [www.gdmag.com](http://www.gdmag.com).*

**6 | Interested in receiving related information about other GDC events?\*** Please check the boxes to make your selections.

- GDC Online
- GDC China (English)
- GDC China (Mandarin)
- GDC Europe

*\*By providing your email address, you grant the GDC a division of UBM LLC, permission to contact you in the future via email regarding your GDC registration and related information.*