

EVENTS ENGINE

EVENTS MANAGEMENT

⚙️ EQUIPMENT HIRE ⚙️ FURNITURE HIRE
⚙️ EVENT STAFF ⚙️ VIDEO PRODUCTION

GAMING SPECIALISTS ⚙️ ALL EVENT TYPES SUPPORTED



SERVICES

Events, Hire and Project Management Services include

- [Esports Tournament and League Management](#)
 - [Gaming Event Staff](#)
 - [AV, Furniture and Event Equipment Hire](#)
 - [Content Production Services](#) Inc Videography Photography, Livestream & Broadcast
 - *Additional services*
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- [View the Equipment Hire Catalogue](#)

THE ESSENTIAL COG IN YOUR GAMING AND EVENTS STRATEGY

Our team is here to help you drive your event to success. Whether you need a full esports tournament solution or just some friendly staff to host a booth or furniture, equipment or test and tag, Events Engine will make it work.

We have worked with the major venues and hundreds of fantastic events, brands and products.

We also work collaboratively with existing agencies as a supplier for equipment, staffing or extend the team to help you execute activations.

SAMPLE CURRENT AND PAST CLIENTELE

mwave^M


PlayStation[®]


Red Bull

 **XBOX**

AMD 

ASUS[®]

 **crunchyroll**[™]


twitch

 **CORSAIR**


AUS


STUDIOHAWK
SEO SPECIALISTS

 **R A Z E R**[™]

BANDAI NAMCO


COUGAR

ViewSonic[®]

 **steelseries**

CAPCOM[®]


bluemouthdirect.com

HI·REZ
VICTORY. TOGETHER.

 **AORUS**

 **LG**

EPOS

Sample Event Partners



THE
GAME
EXPO

10k attendees projected
EE Exclusive full show management.



60k attendees - 3 locations
Fully managed Gaming zone



20k attendees
*Equipment, Logistics, Vendor
engagement, Social, Staffing, Gaming*



1,000+ Players per month
EE Exclusive National league.



15k attendees - 3 locations
Fully managed Gaming zone



1k student attendees
Event Logistics and broadcast



5,000 attendees - Esports tournament
EE Exclusive Global world tour event.



70k attendees
Zone Delivery, Stage+Booth Production



21k attendees
Zone Delivery, Stage+Booth Production

OUR SERVICES



EVENT STAFFING & EQUIPMENT HIRE

- [View the Equipment Hire Catalogue](#)
- Specialised Gaming and Esports Savvy Staff
- Talent Coordination: Pro Players, Cosplayers, MC/Hosts, Commentators
- Test and Tag Technician
- Full PC Pool of Gaming PCs, Monitors (see next slide)
- AV and Equipment Hire inc:
 - Stages, Tables, Chairs, Projectors, Screens
Consoles, Gaming PC's

EXAMPLES INCLUDE:

PAX Australia event and client booth activations, MWAVE, RAZER, Bandai Namco, Bluemouth and other Event Booths (multiple conventions), Crunchyroll Expo Staff, equipment and logistics, Anime Festival Gaming Zone, Dreamhack FGC Zone, Total Combat Event Staff



PC POOL TO POWER ANY GAMING EVENT

- Dedicated pool of 25 high powered PCs
- Available for integration with existing events found at our portfolio shows
- Available for White Label / General hire
- AMD AM4 models SPEC:
 - AMD Ryzen 5900x 12 core, 32Gig RAM, 2TB NVME Storage, Radeon RX 6800
 - AORUS Gaming Monitors: GIGABYTE M27Q4k 27in, IPS, W-LED, 2560x1440 pixels
- *NEW GEN AM5 MODELS COMING 2023*

EXAMPLES INCLUDE:

Driving Gaming Zones and activations at Dreamhack (Monitors), Crunchyroll Expo, multiple PAX Australia booths, CouchWarriors Crossup (2022 Finals), The Game Expo, and local LAN events



PROJECT MANAGEMENT INC

ESPORTS TOURNAMENTS & LEAGUES

- End to end project management - floor plan, logistics.
- Strategy and structure, ensuring player experience, rulesets and engaging with international standards.
- Coordinating suppliers, teams, sponsors and stakeholders to manage tournaments and leagues
- Pulling together all aspects of project management to bring a smooth running league together
- Venue sourcing and management
- End-To-End Project Planning
- Branded event activations and campaigns

EXAMPLES INCLUDE:

Steelseries Tournament Series, Tekken World Tour, Pickle Bet, Krunder League, SMITE Oceania Pro League, Paladins Pro League, FireCuda Cup (Rocket League), Cospodium League, Total Kombat



CONTENT PRODUCTION

VIDEO, PHOTO, EDITING, BROADCAST

Creative content development from brief to execution

- Television Production
- Online Streaming/Broadcast
- Video Editing
- Photography/Videography
- Graphic Design/Broadcast Overlay
- AAA brand content
 - [Watch: Do Your Thing feat. Loserfruit](#)

EXAMPLES INCLUDE:

Madman Anime Festival / Crunchyroll Gaming Zones, ASUS

PAX Booth and Stage, Resident Evil Launch Party

Event Production throughout esports league events below



WORK EXAMPLES



WORK EXAMPLES



JB HI-FI AT MELBOURNE ESPORTS OPEN

Event activations including full show section for Fighting Game section at Dreamhack and MEO. At MEO, live filming/editing to push content out during the event for JB HIFI. With a full camera crew/presenter/editor.



ASUS, COUGAR, BLUEMOUTH BOOTHS @ PAX

Event activations at PAX AUS: Staffing the booth with influencers/MC's/pro players/casters and managing the tournament live stream with multiple 4k camera setups. (All our own AV equipment). Influencers, Cosplayers, Pro players and an expert sales team + POS system to sell \$40,000+ worth of products



ASIA POP FEST

We curated a gaming segment of the event while additionally supplying live streaming broadcast services. Asia Pop Fest was broadcast by SBS Pop Asia to Television and attended by over 6000 fans.

WORK EXAMPLES



MONASH/CHISHOLM TECH GAMES FESTIVAL (TGF)

Full event stage setup, presentation, content programming, stage management, MCing and guest speaker hosting. Driving the core content and live stream broadcast, alongside engaging thousands of student and teacher audience members in live venue.



CONVENTION WORK / GAMING ZONES

Consistent partners to convention events including Madman Anime Festival, OzComicCon and PAX Australia, and to vendors at each. Supplying full gaming zone service: demo setups, tournaments, plus live finals and presentations at main stage and panel rooms.



WHITE NIGHT GAMING @ ACMI

In partnership with ACMI we crafted a live gaming stage in the ACMI foyer. Engaging thousands of viewers, including regular interaction with audience participants, gaming industry and pro players. A mix of Let's Play, Audience competition, Play the Pro and Exhibitions.

BATTLE ARENA MELBOURNE



BAM ([Battle Arena Melbourne](#)) is Australia's largest open entry esports event with a unique competitor attendance over 1,000.

A festival for gamers, it is a video games tournament which encompasses community gathering, national event, and international world tour destination for the likes of Street Fighter, Tekken, Smash Bros games.

BAM hosts cultural fun activity such as artist alley, indie games showcase, cosplay and exhibitor zones.

Attracting spectators and casual players alongside top competitors, BAM is viewed via live stream by the global fighting game community (FGC).

Watch the [BAM12 Wrap trailer](#)

CouchWarriors League Partnerships: <http://bit.ly/CWLeaguePartner>

- *BAM 11 (2019) had 1,020 FGC competitors and 4,400 total foot traffic*
- *BAM 12, (2022) the first major post COVID esports event in Australia, broke records even while World Tours were delayed with 1,045 competitors.*

GLOBAL ESPORTS CIRCUITS

Our team maintains great relations with the developers of all major fighting games and regularly integrate officially supported world tours to our events, particularly CouchWarriors events such as BAM but we have positioned tours at Conventions and esports events like PAX, MEO and Dreamhack. This not only means global promotion, but also boosts international and local attendee numbers.



ADDITIONAL SERVICES



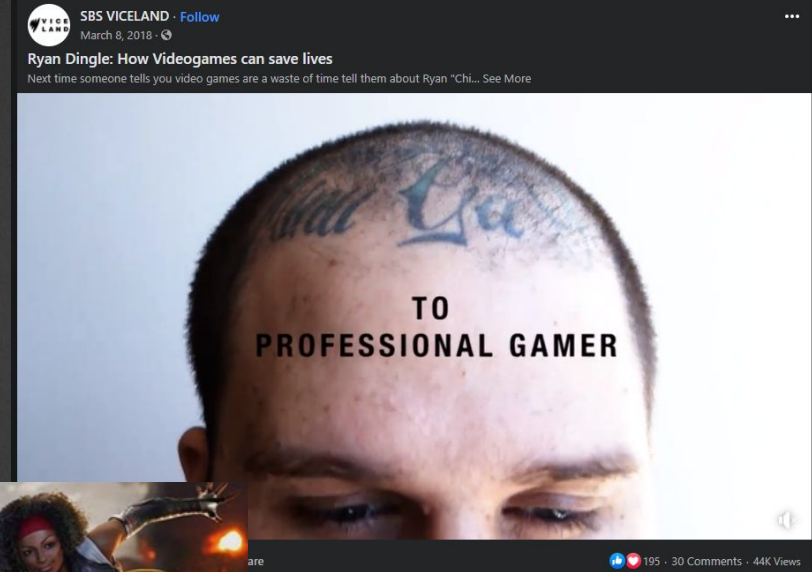
OTHER SERVICES: PR, MARKETING, SOCIAL AND INFLUENCER ACTIVATIONS

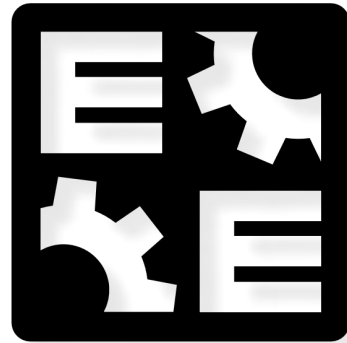
- Events Engine can provide full marketing agency services as required, executional support complementary to other agencies up to full service.
- Our team has strong connections and positive relationships throughout ANZ games & tech media to provide PR and Press Office
- Influencer impact: we know how to deliver great activations and affiliate campaigns with happy creators and clients
- Social Media Synergy: strategy and management (see upcoming slide)

Contact for more information

EXAMPLES INCLUDE:

Media management at major events such as Blizzcon, IEM, PAX; Rogue Company Lets Play program (Hi-Rez Studios); CORSAIR Game Nights content creator series; thousands of reviews, interviews & feature stories. Crunchyroll Expo Social Media management and on day show content team; CORSAIR ANZ Social Media; HyperX, Plantronics, and more.





EVENTS ENGINE

EVENT AND BROADCAST SPECIALISTS

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