



FOR IMMEDIATE RELEASE

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## Inaugural Midwest Games Development Conference to be held in Madison

**M+DEV event will bring 300+ games developers to Madison October 27**

**Madison, WI** – The Wisconsin Games Alliance (WGA), in cooperation with the Madison Region Economic Partnership (MadREP), is bringing the inaugural Midwest Games Development Conference to the Madison Region on October 27. To be held at the Alliant Energy Center, the conference expects to attract more than 300 engineers, designers, and coders from across the Midwest to the Madison Region.

“One of the main goals of WGA is to put ourselves on the map as a premier hub for game development,” said Jennifer Javornik, vice president of sales for Filament Games. “This conference will showcase the games development industry in the state and help developers learn the latest industry tools and share best practices.”

Tim Gerritsen, studio head for Fantasy Flight Interactive, said the Badger State has an abundance of both technical and creative talent. “The conference will feature sessions on design, development, software engineering and more. We are currently seeking presenters for the event and aim to attract speakers from all walks of games development companies.”

According to the recently released Madison Region Economic Development Guide, the Madison Region has long been known for its tech- and innovation-oriented businesses, including many games development companies.

“Games development is a substantial part of the Information Communications Technology industry in the Madison Region,” said Paul Jadin, president of MadREP which developed the Wisconsin Games Alliance. “Madison is the perfect place for this conference because we feel it is important for the industry leaders to collaborate to continue thriving and expanding in our region and beyond.”

Current conference sponsors include Alliant Energy, Epic Games, Filament Games, Gear Learning, Gener8tor, Human Head Studios, MG&E, PerBlue, WEDC and Madison Region Economic Partnership; additional sponsorships available. Visit [www.mdevconf.com](http://www.mdevconf.com) to learn more.

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### About Madison Region Economic Partnership (MadREP)

MadREP is the economic development agency for the eight-county Madison Region, founded by business and community leaders to create a dynamic environment where people and businesses prosper. MadREP and its partners aim to proactively and strategically position the region to take advantage of economic and business development opportunities. [www.madisonregion.org](http://www.madisonregion.org)

### About Wisconsin Games Alliance

WGA is a local network of over 200 active participants representing game studios, independent developers, faculty, investors, and economic development organizations with the shared mission of promoting Wisconsin as a premier site for game development and design. [www.wisconsingamesalliance.com](http://www.wisconsingamesalliance.com)