

## **Kisaco Research Announce Launch of Brand Research Council to Support Growth of Esports Industry**

**eSCon USA will see the launch of the Brand Research Council, a board of senior level representatives from major brands, who will help pave the way for scalable and sustainable non-endemic brand investments in esports.**

London - May 17, 2017 – Kisaco Research today announced the first meeting of the Brand Research Council to take place at eSCon USA: The esports Conference. Global brands including Dolby, Twitter, Turtle Wax and Ubisoft will be among the 200-strong audience gathering at eSCon in Los Angeles, CA this September to address the current opportunities and challenges within the competitive gaming industry, and to discuss the benefits for non-endemic organizations who are looking to enter the esports space.

“The very nature of this conference means that you’re getting all the key players together, in the same location. You get the networking opportunity but you also get that ability to learn.”

*- Philip Wride, CEO, Heero –*

In 2016, over 50 non-endemic brands invested in esports, more than has ever been seen before in the space. 2017 is already seeing more brands investing in esports such as the Maxibon partnership with Avant Gaming and the Dollar Shave Club’s work with ELEAGUE.

eSCon USA will provide a platform to hear about the best strategies to form brand-esports partnerships, from non-endemic brands that have identified brand activation opportunities within the esports space, worked creatively to ensure an authentic experience was delivered and are now looking to scale early success.

The two-day conference connects key players from the whole esports industry, including brands, game developers, teams, venues, and media, looking to gain insights and develop new partnerships. The event program covers a range of topics including Brands, Localization, Investment and Fan Behavior.

“This is the best conference that’s connecting people both endemic to the esports space and from outside the esports space to really drive the industry forward”

*- Bryce Blum, Founding Partner, IME Law –*

**eSCon USA will take place from September 13-14, 2017 at the SLS Hotel in Los Angeles, USA.** Complete event information is available online at [www.esports-conference.com](http://www.esports-conference.com). A limited number of complimentary passes are available for non-endemic brands. Contact Jessica Parry at [jp@kisacoresearch.com](mailto:jp@kisacoresearch.com) for inquiries.

### **About Kisaco Research**

Kisaco Research produces, designs and hosts B2B industry conferences and exhibitions, working with the early adopters and leaders of growth markets in driving their respective industries forward and in providing the right knowledge, learning and social opportunities to stimulate business growth quickly and effectively.

Our platforms are neutral, so that our attendees get the right information from the most relevant people.

Our level of research ensures the topics and products we offer are of utmost relevance and timeliness; our 30+ years of combined experience in the event industry means we have an unmatched level of strategic social engineering onsite. Join our conferences to ensure you benefit from the high-quality knowledge, learning and networking opportunities. [www.kisacoresearch.com](http://www.kisacoresearch.com)