Meaningful Play 2010 is a conference about theory, research, and game design innovations, principles and practices. Meaningful Play brings scholars and industry professionals together to understand and improve upon games to entertain, inform, educate, and persuade in meaningful ways.

The two primary themes of the conference are "exploring meaningful applications of games" and "issues in designing meaningful play". The first theme includes an examination of games (of all types) from primarily an academic research perspective. The second theme focuses on much more practical knowledge from the front-line of actual design, development, and use of games for meaningful purposes.

The conference includes thought-provoking presentations from leaders in academia and industry, peer-reviewed paper presentations, panel sessions, roundtable discussions, a poster session, and exhibitions of games. Complete details, including the call for papers, are available online.