

A detailed fantasy illustration. In the upper left, a large purple dragon with glowing green eyes and a green fire-breathing mouth looms over a stone wall. On the right, a blonde knight in white and purple armor with a green cape stands on the wall, holding a sword and a glowing green orb. The background is a fiery orange and red sky with a stone tower in the distance.

GEN²₀ CON¹₈

AUGUST 2-5 INDIANAPOLIS

SPONSORSHIP
& MARKETING

Gen Con is a one-of-a-kind cultural event that energizes our city and drives about \$71 million in annual economic impact. Central Indiana's hospitality community looks forward to the 'Best Four Days in Gaming' all year and we are proud to be the event's host city for the 14th time. We congratulate Gen Con's leadership team on seven straight years of record-setting attendance in Indy!

— Leonard Hoops, President & CEO of Visit Indy

Gen Con keeps getting better and better. From the unparalleled number of multi-day attendees to the hospitality of the people of Indianapolis, Gen Con is the essential annual gaming event, an unmissable opportunity to debut new products as well as connect with lifelong friends.

— Erik Mona, Paizo Publisher and Chief Creative Officer

GEN CON RETURNS TO INDIANAPOLIS, AUGUST 2 - 5, 2018.

With a surging increase in attendees (201,000+ turnstile) and social media awareness (83,000+ Likes on Facebook and 35,000+ on Twitter), Gen Con continues to reach new peaks, even after 50 years of making unforgettable memories.

Working hand-in-hand with Gen Con's Sales and Marketing team, exhibitors and marketing partners have made programs that appeal to the show's base of passionate attendees, and as a result, have created lifelong customers.

ATTENDANCE & DEMOGRAPHICS

- **2017 Attendance:** 4-Day Turnstile Attendance of 207,000 and approximately 60,000 unique attendees
- Attendance has doubled in the past six years
- **Core Audience:** College-educated adult gamers ages 18-45 with earnings \$50,000+
- **Gen Con 2017 featured attendees from all 50 states, every Canadian province, and 64 countries!**

HOW COMPANIES SUCCEED

- Exhibit hall presence with in-booth product demonstrations featuring high-quality products
- Marketing & Sponsorship programs and advertising campaigns that speak directly to Gen Con's existing audience
- Events and seminars. Gen Con hosted more than 19,000 events in 2017!

HOW TO REACH US

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**GEN
CON**

TIERED SPONSORSHIP PACKAGES

CO-SPONSOR

Maximum of Three
\$75,000

SOLD OUT

Positioning

Official Co-Sponsor of Gen Con listing and status

Online & Print Exposure

1. Premier placement of company logo & descriptor on the Sponsor page and Exhibitor Index in the official Gen Con Program Book
2. Top tier logo placement on gencon.com
3. Mention in at least two email newsletters to Gen Con's database of more than 66,000 subscribers
4. Logo placement on Gen Con ads running in periodicals and newspapers
5. Two full-page ads in the onsite 2018 Program Book – 38,000+ produced
6. Two coupons in the 2018 Coupon Book – 40,000+ produced

7. Four sponsored marketing posts on Gen Con's Facebook
8. Logo on gencon.com

Onsite Signage & Exposure

9. Placement of one banner in a high traffic location outside the Exhibit Hall
10. Logo on aisle banners inside Exhibit Hall (approximately 40-50 banners)
11. Logo on official on-site Gen Con signage where appropriate. Approximately 150 signs (22x28 inches) placed throughout the Indiana Convention Center
12. Logo on official volunteer shirts – 1,000 distributed and worn by Gen Con volunteers throughout the entirety of the event
13. 15% discount on exhibit space

Public Relations

14. Name recognition in all press releases as official sponsor
15. Ability to utilize onsite press room for interviews
16. Ability to put press releases pertaining to your Gen Con presence in the press room

Hospitality

17. 20 4-Day badges
18. Housing – room block allotment (sponsor responsible for full payment of rooms reserved)

Decorator Discounts

19. 20% discount on standard furniture and carpet
20. 10% discount on custom furniture and carpet
21. 10% discount on cleaning costs
22. 10% discount on material handling with 5% at no charge

CONTRIBUTING SPONSOR

\$45,000

Positioning

Official Contributing Sponsor listing and status

Online & Print Exposure

1. Company logo and descriptor on the dedicated sponsor page and exhibitor index in the official Gen Con Program Book
2. Logo placement on gencon.com
3. Mention in at least two email newsletters to Gen Con's database of more than 66,000 subscribers
4. One full-page ad in the onsite Program Book – 38,000+ produced
5. One coupon in the Coupon Book – 40,000+ produced and distributed
6. Two sponsored marketing posts on Gen Con's Facebook page
7. Logo on gencon.com

Onsite Signage & Exposure

8. Placement of one banner in a high traffic location outside Exhibit Hall
9. Logo on event signage where appropriate. Approximately 150-175 show-management signs placed throughout Indiana Convention Center
10. Logo on official volunteer shirts – 1,000 distributed and worn by Gen Con volunteers throughout the event
11. 10% discount on exhibit space

Hospitality

12. Housing – room block allotment (sponsor responsible for full payment of rooms reserved)
13. 14 4-Day badges

EVENT PARTNER

\$25,000

ALMOST SOLD OUT

Event Partner need specifically defined spaces for running gaming events or have custom event planning that requires more detailed preparations than a typical event

Positioning

Your company's name listed as an official Event Partner of Gen Con

Online & Print Exposure

1. Company logo and descriptor on the dedicated Sponsor page and Exhibitor Index in the official Gen Con Program Book
2. Logo placement on gencon.com
3. Mention in one email newsletter to Gen Con's database of more than 66,000 subscribers
4. One full-page ad in the onsite Program Book – 38,000+ produced
5. One coupon in the Coupon Book – 40,000+ produced and distributed
6. Two combined marketing posts on Gen Con's Facebook and Twitter pages
7. Logo on gencon.com

Onsite Signage & Exposure

8. Placement of one banner in a high-traffic location outside the Exhibit Hall
9. Logo on event signage where appropriate. Approximately 150-175 show-management signs placed throughout the convention center
10. Logo on official volunteer shirts – 1,000 distributed and worn by Gen Con volunteers throughout the event

**GEN
CON**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PROMOTIONAL PARTNER

\$10,000

Promotional Partners create their own style of "sponsorship," typically by selecting a la carte marketing options to combine with the advantages of a Promotional Partnership.

Positioning

- Your company's name listed as an official Promotional Partner of Gen Con

Online & Print Exposure

- One coupon in the Coupon Book – 40,000+ produced and distributed
- Complimentary Email Newsletter listing
- One combined marketing post on Gen Con's Facebook and Twitter pages
- Logo on gencon.com

Hospitality

- 4 Four-Day badges

GEORGIA ST CELEBRATION DAY SPONSOR

\$15,000

- Create a branded event in the popular Georgia Street area, near the food trucks and beer garden
- Decorate with your banners and branding during your day
- Right to hire entertainment, stage events, etc
- All expenses to be paid by sponsor
- Gen Con/Visit Indy to provide:
 - Tent
 - Licensing rights with city of Indianapolis
 - Basic on-site security
 - Waste removal and public toilets
 - Pre-show advertising including two email blasts and two social media posts

GEORGIA STREET SUNDAY MARKETING

\$5,000

- Four hours of event programming live on Gen Con's Family Fun Day on August 5, 2018
- Ability to brand an outdoor area
- One inclusion into the Gen Con newsletter
- One social media post to promote outdoor efforts

PAINT & TAKE PRIMARY SPONSORSHIP

\$3,500

Miniature Hobby Events (MHE) are a perennial favorite of hobbyists of all ages, from beginners to lifelong painters! Paint & Take sees more than 1,000 direct participants and tens of thousands of possible spectators

- As the MHE Primary Sponsor, Gen Con will use this sponsor's miniatures as the preferred offering in Paint & Take events
- Listed as a sponsor on gencon.com
- Opportunity to place a branded banner in the MHE Paint & Take area. Sponsor produces and rigs banner.
- Sponsor logo on MHE signage onsite and in the Gen Con Program Book
- Opportunity to provide branded maps, table coverings, informational marketing materials and supplies to support MHE Paint & Take Events, showcasing sponsor's products
- Primary company product placement of miniatures to support the various MHE Paint & Take events
- One combined marketing post on Gen Con's Facebook and Twitter pages
- One table for use as a demonstration area for painting/sculpting

Sponsor to provide the following to support this Sponsorship

- One volunteer for a full day of Paint & Take
- 500 unpainted miniatures
- Discount of \$1 each for up to 500 additional unpainted miniatures
- Paints, brushes & other hobby supplies to support MHE Paint & Take (discount negotiable, depending on quantity provided)

Other Paint & Take Sponsorships may be available. To find out more, please contact exhibitors@gencon.com.

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SPECIALTY SPONSORSHIPS

These sponsorships may be combined with tiered sponsorships, or taken as standalone investments.

BRANDED HOTEL KEY CARDS

Variable per Hotel

- From check-in to check-out this sponsorship sees to it that your brand remains top of mind with every attendee throughout their stay. With approximately 35 participating hotels, you can target your brand's messaging to a specific Gen Con audience via the registration desks of participating hotels.
- You choose the image; Gen Con produces the cards!

MEDIA PARTNERSHIPS

\$1500 marketing trade

- With approximately 60,000 attendees and 700+ press outlets in attendance, Gen Con's media presence grows each year. Local and national media outlets are invited to contact Gen Con regarding gaining "Media Partner" status.
- While not requiring a cash sponsorship, Gen Con does require \$1500 in relevant marketing trade for qualification. All partnerships are subject to Gen Con's sole discretion.
- Media Partners names will be listed as such in the 2018 Program Book.
- Media Partners will receive an in-kind social media post announcing their status as well as inclusion in an official Media Partners email newsletter

FAMILY FUN BUTTON PROGRAM PARTNER

\$4,000-\$5,000

- \$4,000 - \$5,000 (limited button stations for Gen Con)
- Tiered sponsorship opportunity to get a popular "button station" added to promote family fun products.
- Have a collectable attraction to add to your product's area, driving additional foot traffic

DISCOUNTED ADVERTISING BUNDLES

Advertising with Gen Con has never been easier! This year, you can get discounted ad bundles and sample several different high-impact advertising solutions.

THE LEVEL-UP PACK

\$5,500

- A sensational deal, the Level-Up Pack is your chance to save by buying your marketing in one convenient bundle! With this bundle, you can save more than 25% on your ad buys.
- (1) Full-Page Program Book ad
- (1) Coupon Book ad
- (2) E-mail newsletter posts (no later than two weeks prior to Gen Con)
- (2) Sponsored social media posts

THE INTRO PACK

\$3,000

- A great starting point for companies, the intro pack features direct email, coupon book and social media advertising.
- (1) E-mail newsletter placement, schedule between March and July 2018 (no later than two weeks prior to Gen Con)
- (1) Coupon book advertisement
- (1) Sponsored social media post
- For more information regarding delivery dates and product information for marketing deliverables, please reference the corresponding sections detailed later in this document.

CROWD-FUNDING PROMOTIONS KIT

- Have an upcoming crowd-funding project for your game or gaming related products? Gen Con will offer a limited number of opportunities in 2018 to promote your project via Gen Con's social media accounts.
- With 83,000 Facebook fans and 35,000 Followers on Twitter, get your brand in front of important tastemakers in the gaming community.
- \$550 for two supporting posts during your campaign
- All posts are subject to Gen Con's sole discretion.

EMAIL NEWSLETTERS

- More than 66,000 opt-in members of Gen Con's email list await your message!
- You may include one image and up to 250 words of copy.
- **Investment:** \$1500 from January 1-June 15, \$2000 for June 16-July 15 and \$2500 for July 16-August 2.

GEN CON

MORE GREAT ADVERTISING OPPORTUNITIES

Bring your message to Gen Con's faithful gamer community through eye-catching event marketing options that will present your brand in a way that's sure to leave a lasting impression.

ON-SITE SIGNAGE

Display Case

Trophy-style display case positioned in one of several high traffic locations. Showcase your products in the hallway, and drive them to your booth to purchase! Only three available in 2018.

Option 1: Entrance to Exhibit Hall H

Option 2: Entrance to Exhibit Hall I

Option 3: Entrance to Exhibit Hall J

Investment: \$3,500 per location. Gen Con provides the display case and lighting. Sponsor provides and sets up products in display case.

Banner Locations

Highly visible locations throughout the convention center.

Investment: Starting at \$5,000 depending on size and location - includes hanging and removal. (Banner provided by Advertiser)

Escalator Banner

Capture the undivided attention of escalator passengers as they travel between levels of the convention center.

Investment: \$5,000 – includes hanging and removal (Banner provided by Advertiser)

Stair Riser Graphics

Eye-catching promotional opportunity put your graphics on stairs in prominent lobby locations.

Investment: \$5,500 - includes production, application and removal

Entrance Graphics

Grab the attention of attendees the moment they arrive with graphics placed at convention center entrances. Several locations available.

Investment: \$3,500 per location – includes production, application, removal

Floor Graphics

Bring attendees right to your display with attention-getting floor graphics.

Investment: \$3,500 – includes production, application, removal of approximately 35 graphics

Interior Column Wraps

Use for multiple impressions of a single message or run sequential messages.

Investment: \$3,500 each - includes set-up and removal. (Advertiser provides materials)

Pop-up Banners

- Promote your brands with full-color, pop-up banner opportunities
- Ask about placement opportunities to best suit your product offerings
- Investment: \$3,000 or \$1,500

BEGINNER'S GUIDE BACK PAGE AD \$2,750

- Distributed to more than 38,000 downtown Indy residents, the Beginner's Guide is inserted into NUVO Newspapers throughout the Indy downtown metro. Get a prime back-page placement to communicate your brand to all-new customers and first-time, casual attendees. It's full-color and a full newspaper page!

PROMOTIONAL DISTRIBUTIONS

Flier/Handout Distribution

Add mobility to your message using costumed characters, or uniformed greeters positioned in one of four heavily-trafficked lobby locations.

Investment: \$1,200 (1 day), \$2,300 (2 days), \$3,300 (3 days), \$4,000 (4 days). Three locations available in 2018.

Option 1: Entrance to Exhibit Hall H

Option 2: Entrance to Exhibit Hall I

Option 3: Entrance to Exhibit Hall J

BRANDED CONVENTION SCENIC ELEMENTS

BRANDED PORTALS \$15,000

- These large, free-standing portals will allow your brand to be featured at prominent entry points in the Indiana Convention Center.
- A dominant three-sided signage solution, branded portals will maximize your on-site exposure.
- For more details on locations and delivery dates, please contact exhibitors@gencon.com for more information.

OVERHEAD BRANDED FLAGS \$2,500

- These giant branded ad banners will alert customers to your on-site presence and gaming events.
- At 5 feet x 12 feet, banners are visible from 75-to-100 feet away.
- Costs include rigging and storage.
- A great way to point new customers to check out your event areas.
- Renew your flag for a second year and save! On-site renewal fees are just \$750; post show renewals are \$850.

GEN CON

PRINT ADVERTISING

ALMOST
SOLD OUT

COUPON BOOK

\$1,000

- 40,000+ books will be produced and distributed during Gen Con.
- **Specifications:** Coupons are black and white and must be designed to the following specifications: 300 dpi grayscale TIFF, JPG, EPS, or PDF file. Dimensions are 7.75" wide x 3.25" tall. *No bleed.*
- First come; first served. As in prior years, these will sell out quickly! **Deadline for electronic file:** June 8, 2018.
- For reservations please contact adam.minton@gencon.com. Send ad files to exhibitors@gencon.com

SOLD
OUT

COUPON BOOK BACK COVER AD

\$3,500

- 40,000+ books will be produced and distributed.
- **Extremely limited quantity:** only one company will have advertising on the back of the book
- Full color
- Specifications available upon agreement
- **Deadline for reservation and payment:** June 2, 2018. **Deadline for electronic file:** June 8, 2018.
- For reservations please contact adam.minton@gencon.com. Send ad files to exhibitors@gencon.com

PROGRAM BOOK

ALMOST
SOLD OUT

The official Gen Con Program Book is a "must have" for attendees while they are enjoying the convention and remains a collectible keepsake for decades.

In 2017, more than 38,000 attendees used the program book to find events and games onsite at Gen Con.

As more than 70% of Gen Con's attendees bring their program books home, your ad will continue to bring your company's message to gamers long after Gen Con has ended!

Gen Con Program Book Advertising Rates

Back Cover \$5,000 — **SOLD OUT**
Inside Front Left Cover \$3,850 — **SOLD OUT**
Inside Back Left Cover \$3,850 — **SOLD OUT**
Inside Back Right Cover \$3,850 — **SOLD OUT**
Full Page — First Page \$3,850 — **SOLD OUT**
Full Page \$2,000

Mechanical Specifications

Full Page: 8 x 10.875 trim. *Please make file 8.25 x 11.125 to include bleed.* Live area is 7.5 x 10.125.

Schedule

First come; first served. As in prior years, these will sell out quickly! **Deadline for electronic file:** June 8, 2018.

Submitting Program Book Ads

Only color ads will be accepted. All ads should be to size (including bleed) and submitted as hi-res pdf. If pdf is not possible, please supply a 300 DPI jpg. Native InDesign or Illustrator files are acceptable if all links and fonts are included in package.

Electronic files should be sent via email or dropbox.

Send reservations to
adam.minton@gencon.com

Send ad files to exhibitors@gencon.com

BADGE MAILER INSERTS

\$2,000

ALMOST
SOLD OUT

- Gen Con will fulfill approximately 15,000 marketing mailers to Gen Con fans including their Gen Con badges and event tickets. Get a printed, produced facing of a full color, 8x11 inch marketing slick into these Badge Mailer Kits. This is perfect for inclusion of coupons, important show information, or new product details.
- Mailers ship beginning in July 2018, and all art must be received by June 8, 2018.
- Limit 3

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