



August 1-4, 2019 | Indiana Convention Center | Indianapolis, IN

Gen Con hosts more than 500 exhibitors and maintains a wait list of 300 additional interested companies. Due to this incredible demand, Gen Con requests companies to provide key information about their businesses to help with the challenging process of selecting companies that are a best mutual fit. Gen Con wants to partner with and assist companies in meeting their Gen Con related sales & marketing goals, while adding to the overall quality and entertainment of the Gen Con experience.

Provided information helps Gen Con curate an assortment of exhibitors that best bring variety and quality of experience to attendees.

Email completed forms and other materials to exhibitors@gencon.com by **November 30, 2018 at 11:59pm (Pacific)**.

Company Profile

Complete *all* profile information.

Gen Con ID# - Found on your *gencon.com* account. If you do not know your ID#, you may leave this field blank.

ID Number: _____

Company Information - The name and address information you would like to appear on your invoice and billing statements.

Company Name: _____

Address: _____

City, State, Zip: _____

Company Website: _____

Exhibiting Name - The name you wish listed on the Exhibit Hall Map. This may be different than your Company Name above.

Exhibiting As: _____

Primary Contact - The person you would like to be responsible for handling the logistics of your Exhibit Hall booth. This includes, but is not limited to, payments, booth management, marketing, badge allocation, and Exhibitor HQ check-in on site. This may not necessarily be the head of the company. There can only be one Primary Contact per company account.

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Company Description

Complete all fields below, using as much space as needed to answer the questions. You may also submit additional images, PDFs, and other presentation materials to better represent your plans.

1. Please select the appropriate category for your company (Circle One):

Game Publisher

Manufacturer

Retailer Artist

Author

Game Accessories

Lifestyle & Clothing

Costuming/Cosplay

Software

Web Media

Other (Please Describe) _____

2. What are your company goals for your Gen Con Exhibit Hall booth?

3. What elements of your company's presence at Gen Con will appeal to our core audience, tabletop gamers?

4. If selected to exhibit, how would you promote your exhibit hall presence and participation in Gen Con?

5. How will you create an attractive booth? Include photos, plan and/or elevation views, if available. Prior booth pictures from Gen Con or other convention participation are encouraged.

6. What sets you apart from other companies exhibiting at Gen Con?

Booth Pricing & Placement Request

Exhibit Hall Booth Rates

General Rate

10' x 10':	Standard Booth:	\$1,925 each	Deposit due:	With application (At least 50%)
	Corner Booth:	\$2,900 each	Final payment due:	by April 18, 2019

Note: You are only allowed to book the same size and configuration of your 2018 booth. Final deposits are due when described above, or rate reverts to the General Rate, retroactively. A 50% deposit is required to hold your booth.
Note: After the due date, any unpaid balances will accrue interest at a rate of 2% per month, or maximum allowable by law.
Note: Exhibitors with an outstanding financial balance with Gen Con LLC, or its official event vendors or partners, are not eligible to secure exhibit space at Gen Con.

<u>Booth Price</u>	Quantity		Price Each		Total
Standard (10' x 10' – 1 aisle facing side):	_____	X	\$_____	=	\$_____
Corner (10' x 10' – 2 aisle facing sides):	_____	X	\$_____	=	\$_____
Are you a Host company? Number of Guests:	_____	X	\$_____ 400	=	\$_____
NEW! Option to pre-purchase 2019 booth insurance. <i>Recommended.</i>			\$_____ 100		\$_____
Grand Total for 2019 Booth:					\$_____

Booth Share Information - Only If Applicable

List Guest Company Name(s): _____

Note: The Host Exhibitor is responsible for completing a separate Guest application on behalf of their Guest(s). All booth shares must be approved by Gen Con LLC management. Host is responsible for paying any sharing fees. Each Guest Exhibitor receives two complimentary Exhibitor badges and their Exhibiting Name listed on the Exhibit Hall map.

Booth Placement Request

This is a REQUEST only. No placements are guaranteed. There is no guarantee to receive the same booth as 2018.

Placement Request Priority (Circle One):

- A. Close to requested booth numbers below B. Special request below C. Close to entrance D. No preference

List booth number choices in order of preference:

1. _____ 2. _____ 3. _____ 4. _____

Special request(s): _____

Note: All space is assigned solely by Gen Con LLC Management. Management will make every attempt to accommodate exhibit space requests but reserves the right to modify the floor plan to serve the best interests of the event. Such a modification does not relieve Exhibitor of contracted liability. Gen Con LLC's decisions about exhibitor space assignments are final and binding.

Payment and Signature

Total Exhibit Space Cost - From Page 3. \$ _____

Payment Method(s):

	Cash	Check	Credit Card	Wire
Deposit amount:	\$ _____	\$ _____	\$ _____	\$ _____
Remaining balance:	\$ _____	\$ _____	\$ _____	\$ _____

Credit Card Information

Card Number: _____ Expiration Date (Month/Year): ____/____ Security Code: _____

Note: Regardless of what card is listed above, the final payment will be charged to the most recent credit card used on your gencon.com account.

Charge remaining balance less deposit amount on: ____/____/____

Note: If the charge date is left blank, the final amount will be charged up to one week prior to the final due date as listed on page 3. In all cases, the listed final due date is the last allowable date to charge.

Check Information

Payable in US dollars to: Gen Con LLC, 120 Lakeside Avenue Suite 100, Seattle, Washington 98122

Wire Information

Contact Gen Con Finance at finance@gencon.com for complete wire details and instructions.

Cancellation Policy

- Cancellation by Management: If an exhibitor fails to comply with the payment terms as outlined in this application, or fails to adhere to the rules, regulations and/or policies set forth in this application, Gen Con LLC Management reserves the right to cancel exhibit space without issuance of a refund.
- Cancellation by Exhibitor: Exhibitors wishing to cancel an exhibit space must provide Management with the request for cancellation in writing. Cancellation of space will result in the forfeiture of all monies previously paid to Gen Con LLC. Exhibit space costs will not be refunded.
- Gen Con LLC Management may reassign or resell any cancelled space, at its sole discretion, regardless of previously paid exhibit costs.

Signature

I have carefully read the entire Gen Con 2019 Exhibitor Application including the Exhibitor Appendix A - Rules & Regulations, fully understand its contents, and affirm that I have the authority to hereby accept and agree to all terms and requirements on behalf of the exhibiting company or individuals named above. I have also reviewed Gen Con's insurance requirements and understand that failure to furnish satisfactory certificates by the stated deadline may result in forfeiture of my booth as described under "Cancellation by Management" above.

Primary Contact Signature: _____ Date: _____

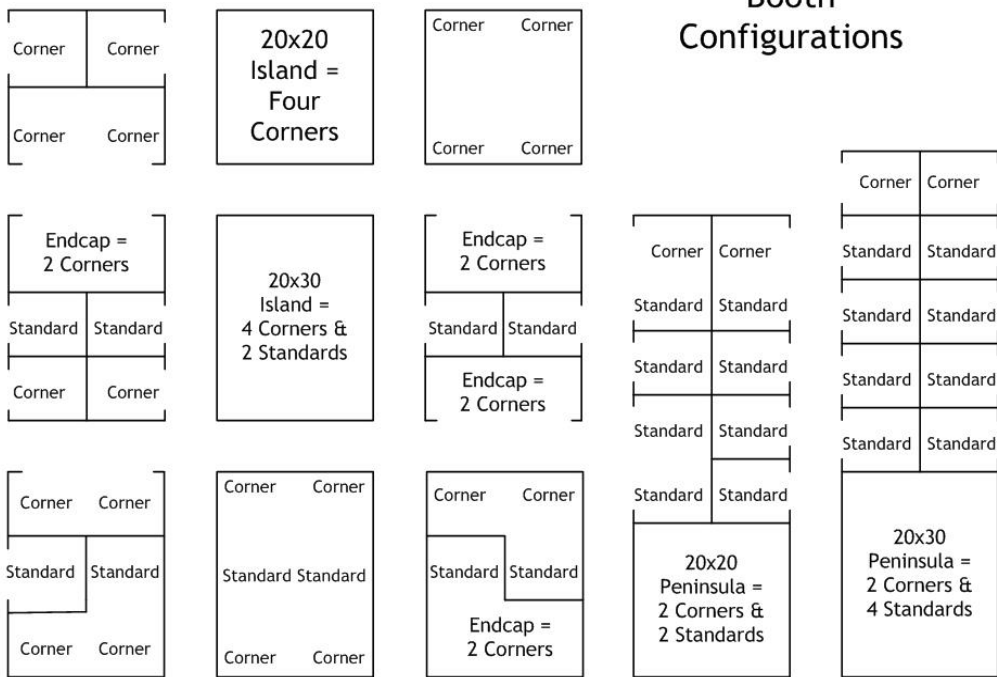
Booth Configuration

If you have a total quantity of three or more booths, describe the shape of your desired booth and use the grid below to show your desired configuration.

Is this booth an Island? (Minimum of 4 corners) Yes No

Is this booth a Peninsula? (Minimum of 2 corners and 2 standards) Yes No

Potential Booth Configurations



Please draw your booth shape & size. One box = One 10'x10' booth.

