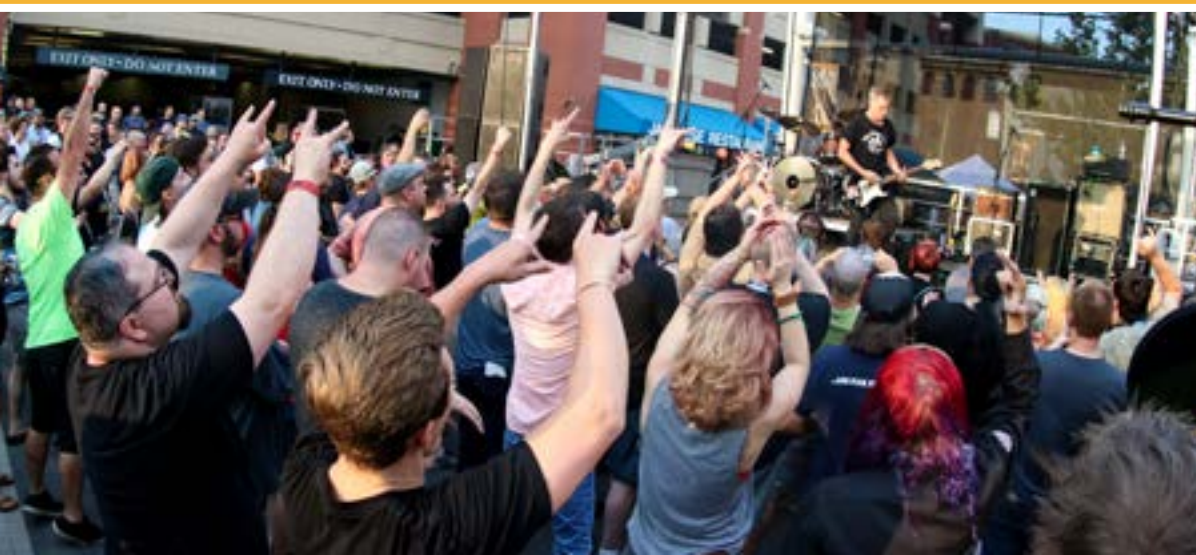




SPONSORSHIP & MARKETING KIT



GEN CON RETURNS TO INDIANAPOLIS, AUGUST 1 - 4, 2019.

With a surging increase in attendees (**201,000+** turnstile) and social media awareness (**88,000+** 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.

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

HOW COMPANIES SUCCEED

- 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 17,000 events in 2018!

ATTENDANCE & DEMOGRAPHICS

- **2018 Attendance:** 4-Day Turnstile Attendance of 207,000 and more than 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 2018 featured attendees from all 50 states and from all over the world!**

HOW TO REACH US

MARKETING
Adam Minton 206.957.3976 x3812 adam.minton@gencon.com

SPONSORSHIPS
Megan Culver 206.909.3383 megan.culver@gencon.com

SPONSORSHIP PACKAGES

All sponsorships are customizable

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

CO-SPONSOR Maximum of Three \$75,000

Positioning

Official Co-Sponsor of Gen Con listing and status

Online & Print Exposure

- Premier placement of company logo and descriptor on the Sponsor page and Exhibitor Index in the official Gen Con Program Book
- Logo placement on gencon.com
- Mention in at least two email newsletters to Gen Con's database of more than 66,000 subscribers
- Two full-page ads in the onsite Program Book – 38,000+ produced

- Two coupons in the Coupon Book – 40,000+ produced
- Four sponsored marketing posts on Gen Con's Facebook page

Onsite Signage & Exposure

- Placement of one banner in a high traffic location outside Exhibit Hall
- Logo on aisle banners inside Exhibit Hall (approximately 40-50 banners)
- Logo on event signage where appropriate.
- Logo on official Captain shirts – 1,000 distributed and worn by Gen Con Captains throughout the event
- Digital ad on on-site displays
- Lucas Oil Jumbotron digital ad

Public Relations

- Name recognition in some press releases as official sponsor
- Ability to put press releases pertaining to your Gen Con presence in the press room

Hospitality

- 20 badges
- Priority access to exhibitor housing block

Decorator Discounts

- 20% discount on standard furniture and carpet
- 10% discount on custom furniture and carpet
- 10% discount on cleaning costs
- 15% discount on material handling

CONTRIBUTING SPONSOR \$45,000

Positioning

Official Contributing Sponsor listing and status

Online & Print Exposure

- Company logo and descriptor on the dedicated Sponsor page and Exhibitor Index in the official Gen Con Program Book
- Logo placement on gencon.com

- Mention in at least two email newsletters to Gen Con's database of more than 66,000 subscribers
- One full-page ad in the onsite Program Book – 38,000+ produced
- One coupon in the Coupon Book – 40,000+ produced
- Two sponsored marketing posts on Gen Con's Facebook page

Onsite Signage & Exposure

- Placement of one banner in a high traffic location outside Exhibit Hall
- Logo on event signage where appropriate.
- Logo on official Captain shirts – 1,000 distributed and worn by Gen Con Captains throughout the event

Hospitality

- 14 badges
- Priority access to exhibitor housing block

EVENT PARTNER \$25,000

Positioning

Official Event Partner listing and status

Online & Print Exposure

- Company logo and descriptor on the dedicated Sponsor page and Exhibitor Index in the official Gen Con Program Book
- Logo placement on gencon.com

- Mention in one email newsletter to Gen Con's database of more than 66,000 subscribers
- One full-page ad in the onsite Program Book – 38,000+ produced
- One coupon in the Coupon Book – 40,000+ produced
- Two sponsored marketing posts on Gen Con's Facebook page

Onsite Signage & Exposure

- Placement of one banner in a high traffic location outside Exhibit Hall
- Logo on event signage where appropriate.
- Logo on official Captain shirts – 1,000 distributed and worn by Gen Con Captains throughout the event

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.

Example Package:

Positioning

- Official Promotional Partner listing and status

Online & Print Exposure

- Logo on placement gencon.com
- Mention in one email newsletter to Gen Con's database of more than 66,000 subscribers

- One coupon in the Coupon Book – 40,000+ produced and distributed
- One sponsored marketing post on Gen Con's Facebook page

Hospitality

- 4 badges



BLOCK PARTY 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 newsletter and two social media posts

MAIN STAGE Price dependent on activation

- Put your brand on the map with prominent signage on the outdoor Gen Con stage on Georgia St., seen by thousands of attendees each day it's activated.
- Product distribution and sampling can be included with pricing based on activation.
- Daily stage activation can be included with sponsorship. Talent booking available through Gen Con, including live music, DJs, and other entertainment.



STADIUM MIDFIELD EXPERIENCE \$2,000

The fastest growing area of Gen Con is the stadium experience! Showcase your brand at the heart of the action with branded bins and custom giveaway items.

- Custom branded bins for giveaway items
- Feature your marketing swag items distributed by a host provided by Gen Con. Items can supplied two weeks pre-show by the marketing partner or sourced by Gen Con for an additional service fee.

ON-SITE PROMOTION

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



ON-SITE SIGNAGE

Stair Riser Graphics

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

Investment: \$5,500 - includes production, application, and removal. (Advertiser provides artwork)

Hanging Banner

Highly visible locations throughout the convention center.

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

Floor Graphics

Bring attention to your products, events, and promotions with 35 square feet of full-color floor graphics.

Investment: \$3,500 - includes production, application, and removal. (Advertiser provides artwork)

Interior Column Wraps

These four-sided column wraps are seen above the heads of attendees from all directions in high-traffic locations..

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

Pop-up Banners

Promote your brand by securing a high-traffic location for your floor-standing banners.

Investment: Starting at \$1,500. (Advertiser provides banner)

Display Case

Trophy-style display case positioned in front of an Exhibit Hall entrance.

Showcase your products in the hallway, and drive them to your booth to purchase! **Investment:** \$3,500 per location. Gen Con provides the display case and lighting. Advertiser provides and sets up products in display case.

Window Clings

Customizable graphics grab attendee attention on one or several windows or doors in the Indiana Convention Center. Inward- or outward-facing options available.

Investment: Starting at \$3,500. Includes production, application, and removal. (Advertiser provides artwork)

Stadium Jumbotron Ad

Get your brand on the Colts' "Jumbotron"! Ads will be displayed for sixty seconds at least once every fifteen minutes during Exhibit Hall hours.

Investment: \$1,500 for all four days. (Advertiser provides artwork)

Digital Billboard Displays

Promote your booth, events, or products to attendees on 80" monitors all four days at key locations throughout the convention center.

Investment: \$1,000 per static image. (Advertiser provides artwork)

BRANDED HOTEL KEY CARDS

Starting at \$1,000

From check-in to check-out this opportunity 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. Includes production and distribution of key cards. (Advertiser provides artwork)

PROMOTIONAL DISTRIBUTIONS

Starting at \$1,200

Add mobility to your message using costumed characters, or uniformed greeters positioned at one of the Exhibit or Event Hall Entrances.

Investment: \$1,200 (1 day), \$2,300 (2 days), \$3,300 (3 days), \$4,000 (4 days). (Advertiser provides greeter)

All artwork must be submitted to exhibitors@gencon.com no later than June 7. High-rez, full-color PDF.

DIGITAL PROMOTION



PROMOTED SOCIAL MEDIA POSTS

\$550 For Two Posts

- Have a hot new release or promotion? Gen Con offers a limited number of opportunities to promote your products 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.
- Advertiser provides up to 60 words of copy, image, and link. All posts are subject to Gen Con's sole discretion.

EMAIL NEWSLETTERS

Starting at \$1,500

- More than 66,000 opt-in members of Gen Con's email list await your message!
- Advertiser provides up to 250 words of copy, image, and link.
- **Investment:** \$1,500 from January 1 – May 31, \$2,000 for June 1 – 30, and \$2,500 for July 1 – 26. (Price determined by promotion date, not purchase date)



DIGITAL BUNDLE

\$2,000

Gen Con has seen vastly improved impact by using multi-channel, digital promotions. Save by bundling two social media posts and an email newsletter.



PRINT ADVERTISING



PROGRAM BOOK

Starting at \$2,000

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 2018, 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 Ad Rates

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

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.

Required File Format

Only color ads will be accepted. Ads must be sized for trim plus bleed and submitted as hi-res pdfs or 300 DPI jpgs. Native InDesign or Illustrator files are acceptable if all links and fonts are included.

COUPON BOOK

\$1,000

Drive traffic to your booth or event area with these promotional coupons that are in high demand from both attendees and advertisers. Your coupon must include a promotion/discount that is receivable in-person at Gen Con. 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.*

One full-color back-page ad is available for \$3,000



NUVO BEGINNER'S GUIDE 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!

Specifications: Ad is full color and must be designed to the following specifications: 300 dpi CMYK TIFF, JPG, EPS, or PDF file. Dimensions are 9.75" wide x 10" tall. *No bleed.*

All ads must be submitted to exhibitors@gencon.com no later than June 7.



www.gencon.com



@gen_con



twitch.tv/officialgencon



@gen_con



fb.com/genconindy