



## Exhibitor Application for the Gen Con 2020 Entrepreneurs' Avenue

**July 30 - August 2, 2020 | 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](mailto:exhibitors@gencon.com) by **November 20, 2019**.

### Company Profile

Complete **all** profile information.

**Gen Con ID#** - Found on your [gencon.com](http://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 should 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 strongly encouraged.

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

## Booth Pricing

10' x 10' Inline Booth: \$1,500

Deposit due:

Upon Application Approval (At least 50%)

Final payment due:

February 3, 2020

**Note:** After the due date, any unpaid balances will accrue interest at the maximum allowable by law. Gen Con LLC also retains the right to cancel any application that does not meet payment due dates.

**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.

### Booth Price

	Price		Total
Inline (10' x 10' – one aisle facing side):	\$ <u>1,500</u>	=	\$ <u>1,500</u>
Option to pre-purchase 2020 booth insurance. <i>Recommended.</i>	\$ <u>100</u>		\$ _____
		<b>Grand Total for 2020 Booth:</b>	\$ _____

## Payment and Signature

**Payment Method(s)**: - *Mandatory. Deposits will ONLY be processed if application is approved.*

	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 from any transaction including badges, marketing orders, and event space rental.

**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](mailto:finance@gencon.com) for complete wire details and instructions.

### Cancellation Policy

- This is an application ONLY: Gen Con LLC reserves the right to decline an exhibitor application at its sole discretion.
- 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 2020 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.**

Company Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company Representative Name (Print): \_\_\_\_\_