



3/26/2015

Dear Gen Con Community,

Earlier this week, I sent a letter to Governor Pence because our organization felt compelled to highlight the concerns of many attendees and exhibitors. The letter addressed their fear of potential right of service refusal, possible discrimination, and overall voiced our disapproval with SB 101. The message this legislation sends to tourists, Indy locals, and the overall business community is one of exclusion.

Gen Con has enjoyed many years of successful partnerships with the local Indianapolis business community, and we are grateful for their many positive responses to our letter. Visit Indy, the Indy Chamber, numerous local businesses, and Indianapolis Mayor Greg Ballard have spoken against the passage of SB 101. It is clear that the Indianapolis business community is not in favor of the state's legislation. We have received hundreds of messages from industry members and Indianapolis companies doubling down on their support to welcome all Gen Con attendees.

Today, Governor Mike Pence signed SB 101 into law. While this is disappointing, it was not unexpected, and leads to the question, "what does this mean for the future of Gen Con?"

We have a contract with the city of Indianapolis through 2020. Gen Con is an economically impactful event for locally owned businesses in the Indy community which for more than a decade have embraced us as guests. Due to specific dialog with long-time partners in Indy, we believe that Gen Con attendees not only will receive the same great service and hospitality in 2015, but an even warmer response from the city. For as long as we stay in Indianapolis, we will stand shoulder-to-shoulder with this community, expand our efforts to bring more diversity to Gen Con, and welcome all.

I hope that you'll join us at Gen Con, which will be inclusive and fun. Prospective attendees, if you don't feel comfortable attending, based upon your principles, we invite you to make the decision that feels right for you, your business, or group. We support your decision, regardless of the outcome.

What does the future hold for Gen Con in 2021 and beyond? Planning and bidding for our convention is a long-term process that begins five years prior to contract-term commencement. Discussions, whether to remain in Indy or move elsewhere, have begun.

**If you have positive or negative experiences with local hospitality during Gen Con, we want to hear about it.** We will create an email feedback form for attendees prior to the 2015 convention, and review your experiences at our annual post-convention employee summit. We encourage attendees to continue to voice their opinions via social media or if they feel more comfortable, to send emails to [customerservice@gencon.com](mailto:customerservice@gencon.com) or call our Customer Service line at 800-529-3976 (x3806).

Gen Con is ready to bring another year of record attendance, gaming, and fun to Indianapolis. Let's continue to show off how open-hearted, fun, and inclusive our event and the Indy community can be.

Sincerely,

A handwritten signature in blue ink that reads "Adrian Swartout".

Adrian Swartout  
CEO/Owner of Gen Con LLC